Benji J

Product Manager
American Citizen, based in Argentina

Time Zone: Americas / NYC / Buenos Aires

- Linkedin.com/in/bj-pm
- 3-Min Pitch: Giver@ETHargentina
  youtu.be/0ZllEEaVkq0?t=5203
- venhamon@gmail.com

Tools

PRDs OKRs KPIs AGILE SCRUM KANBAN SQL GIT APIs
JIRA FIGMA MIRO SLACK TYPEFORM MAILCHIMP SSH VIM
VYSOR LINUX HTML CSS BOOTSTRAP POSTMAN LaTeX

Skills

Experienced

- Startup: Stages A, and Pre-Seed
- Product Development & Strategy
- SaaS | B2C | B2B2C | B2B
- Web3, Crypto, DeFi, ADA, Cardano
- Growth and Execution Mindset
- Speaks: English, Spanish, Portuguese

In Progress

- Large-Scale Scrum [LeSS]
- User Acquisition, User Engagement, Conversion and Retention Rates
- Pricing Models and Cohort Analysis
- Mobile Development Workflows
- Gamification
- Customer Journey Maps (CJM)

Interests

Focus Areas

- Data Analytics & Dashboards
- UX Research and User Case Studies
- Interaction and Service Design
- Voice over Internet Protocol [VoIP]
- Computer Forensics
- Longtermism, Effective Altruism
- Startups & Product Growth

Industries and Business Models

- Crypto, Blockchain, RealFi
- Fundraising and Social Impact
- SaaS: Media, EdTech, Fintech
- Product Transformation, Task Management Systems
- Cybersecurity & Data Privacy
- AI for Customer Experience [CX]
- #B2C #B2B2C #B2B

Professional Summary

Experienced Product Manager with 5+ years of building innovative SaaS web and mobile products, on technical open-source projects, Blockchain, Web3, Crypto, DeFi. Has leaded teams in pre-seed incubation and public launch. Skilled in data-driven decision-making, UX optimization for early-stage startups. Passionate about product strategy, creating meaningful social impact, and building with great teams.

Work History

12/22–today — **Product Manager**
@ NEWM: Web3 Music Ecosystem

05/24–today — **Product Quality Manager [Web + Mobile]**
PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING (B2B2C, B2C, B2B)
· Launching UX Research team initiatives, providing product discovery
· Establishing growth path using product metrics, and data analytics
· Informing product decisions with UXR input & Customer Experience
· Setting data-informed product cycle: product idea to post-launch

12/22–09/24 — **Product Manager [Web]**
PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE & RECORDSTORE (B2C, B2B)
· Proven results: Enabled the first 50+ active users to platform
· Streamlined UX flow for listeners to access music from 100+ artists
· Represented company at industry event: NFTxLV, Las Vegas
· Integrations with third-party service providers, APIs, streamlining the signup [KYC], distribution and payment experience

08/21–07/22 — **Product Specialist**
@ Preferati
PRODUCT LAUNCHES: APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS (B2B2C, B2B)
· Proven results: Improved sales for Truck Dealership site
· Team lead built an ATS [Applicant Tracking System] from scratch
· Company app gamification: user profile, metrics prototyping

07/20–7/21 — **Product Marketing Manager**
@ WillDom
PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER (B2B)
· Proven results: Built content strategy plan for 15K subscribers
· Prepared hackathon to impact on team morale and company culture

11/19–5/20 — **Back End Web Developer**
@ Ross Outside the Box
PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS (B2B)

2012–2020 — **Ethnographic Researcher**
@ unicamp, with Capes Research Grant
PRODUCT LAUNCHES: MASTER THESIS ON URBAN ART [ETHNOGRAPHY @BRAZIL/ARGENTINA],
IN THE NAME OF WILD [2022 DOCUMENTARY, BY PHILLIP VANNINI]

Education

2019–today	**System's Analyst**	[ESCMB/UNC – Córdoba, Argentina]
2012–2014	**Master's in Sociology**	[UNICAMP – São Paulo, Brazil]
2002–2009	**Graduate in Sociology**	[UBA – Buenos Aires, Argentina]

Personal Projects

March 2023	**Hackathon @Think & Dev**	[We won Clean Code Prize]
Autumn 2023	**Pre-seed Web3 Incubation @Speezard**	[Invited with Fee Waiver]
Sept. 2023	**Hackathon @Buildathon ETH Argentina**	[We got Quadratic Funding]
2023–today	**Co-Founder w/@FrancoCerino**	[GIVER — Donations: Pre-Startup Stage]
2018–today	**Founding Member, Writer, PM**	[SUSTAINABLE DEVELOPMENT FOUNDATION]
2016–2019	**Self-Published Book**	[INEXTRICABLE PUBLISHER]