

Nicola Macchitella

Product Leader

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www.nicolamacchitella.com

0 to 1 Product Manager with Sr Product Growth experience guiding **consumer facing** products from **conception to launch**. Over 5 years of international exposure to business, media & engineer environments, directing **cross-functional** projects and integrating creative ideas with quantitative approaches. Specialized in turning performance and financial **data into business opportunities**. **Customer obsessed** with a **can-do ownership mindset**. Passionate about content and entrepreneurship. AR/VR fanatic.

EXPERIENCE

Product Manager

Yahoo - Verizon Media

Jan 2019 - Present

Los Angeles, CA

Leading product and business strategy for Yahoo Mail based super-app

- Drove **\$10M+ in transactional revenue** within 6 months by ideating, strategizing, and launching a commerce integration with Walmart Grocery.
- Increased **DAU/MAU by +7%** by developing a daily assistant within YMail helping 30M+ DAU discover, plan & improve their diets.
- Increased article readers **retention by +9%** by launching a commerce & interactivity platform serving experiences to 50M+ DAU (web & mobile app)
- Increased article **affiliate revenues by +5%** YoY by iterating on consumer experiences and optimizing APIs to serve the best affiliate link at any time.

Sr Product Growth Product Growth

Tumblr - Verizon Media

Dec 2017 - Jan 2019

New York, NY

Lead Tumblr's growth analytics team by extracting directional business recommendations through engagement and revenue data studies.

- Increased **mobile revenues by +4%** by identifying creative space opportunities within Search & Explore pages and validating prediction through **AB testing**.
- Increased product **KPIs up to +20%** by proactively validating engagement with **SQL big-data** statistical analysis & proposing data-driven alternatives.
- Increased **onboarding by 15%** by breaking down **product funneling**, identifying UX frictions spots and sharing insights for design iterations.

Data Scientist

ARGO

March 2017 - Dec 2017

New York, NY

*Designed & deployed **Machine Learning** algorithms for NYC's public and private transportation agencies.*

- Predicted bike sharing demand location with 87% accuracy using (RandomForest, SVM) reducing supply lacks in high demand time & locations by 11%.

Business Development Manager

Madeleine S.R.L - Mompracen S.R.L

Jun 2015 - May 2018

Rome, Italy

Managed business development & acquisition for Movies & TV series sourcing creative & financial assets of award winning productions.

- Estimated financial budgets monitoring all internal and external costs, enforcing project constraints, controlling out of scope requests and building P/F models.

EDUCATION

Master of Business Administration (M.B.A)

Quantic School of Business & Technology

FP & A, Accounting, Strategy, Data decision Making

Sept 2020 - Ongoing

Full Time Employed

MSc in Informatics and Applied Science

New York University

Machine Learning, Data mining, Data Viz, Big Data.

Aug 2016 - Sept 2017

New York, US

BSc in Mathematics and Economics

University of Rome

Algebra, Informatics, Economics, Marketing

Sept 2012 - Sept 2015

Rome, Italy

SKILLS & PROCESSES

Product Planning

- **UX research** & deep users' needs definition.
- Problem break down & priorities definition.
- Market segmentation & **SWOT analysis**.
- Market sizing & **revenue projections**.
- Evaluate build-in, buy or licensing models.
- **Strategy, Roadmap** & vision definition.
- Product requirements (**PRD**) definition.
- Success metrics and **KPIs definition**.
- **Go-to-market** strategy definition.
- User journey & product flow mapping.
- Sketching & **wireframing** (Sketch, Balsamiq).

Product Execution

- Establishing a shared **vision across teams**.
- Coordinate **cross-company** dependencies.
- Creating tickets & managing **prioritization**.
- Run UX & accessibility design study.
- Leading **grooming** & sprint **planning (Jira)**.
- Lead partners business development.
- Calendar approval (legal, privacy, tech..)
- Set-up **A/B testing** (and multivariate).

Product Launch & Iteration

- **Analyze** results & verify **market fit**.
- **Share learnings** across small & large groups.
- Formulate **data-driven iteration** hypothesis.

Core

- SQL, Python, HTML, CSS (basic)
- Github, Hive, Jupyter, Druid
- REST APIs // SDKs (basic)

Languages

- English, Spanish, Italian

MEDIA & PUBLICATIONS

Press

- [Avatars, tomorrow's Hollywood stars](#)
- [Hollywood VS Silicon Valley: 2019](#)
- [The future of Entertainment in a 5G](#)

Executive Producer

- [IMDB Profile](#)