

ISAIAH PEGUES

Senior Product Manager (Growth)

To
Simple Life App

From

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Dear Simple Life App,

I am excited to apply for the Senior Product Manager (Growth) position at Simple Life App. With a proven track record in driving user engagement and revenue growth through data-driven strategies, I am well-prepared to enhance your conversion-to-purchase metrics across the acquisition funnel. My experience in product-led growth aligns perfectly with SIMPLE's mission to provide users with actionable feedback and a supportive environment for improved health and well-being.

At Wercflow, I successfully scaled the platform to 20,000 users without any paid marketing, demonstrating my ability to leverage automated user acquisition techniques. I implemented onboarding workflows that boosted activation rates by 45%, ensuring seamless user engagement. My focus on analyzing user behavior and optimizing every touchpoint aligns with your need to understand acquisition channels and enhance the product experience.

In my role at resolution, I led the development of over 25 SaaS applications, achieving 2.5M+ users by optimizing go-to-market strategies and enhancing user engagement. I directed cross-functional teams to accelerate feature delivery, significantly reducing time-to-market for high-impact product updates. This experience has equipped me with the skills necessary to collaborate effectively with marketing, analytics, and engineering teams to drive revenue growth.

I am eager to bring my expertise in user experience, A/B testing, and growth metrics to Simple Life App. I look forward to the opportunity to discuss how my background and skills can contribute to your team's success. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)