

ISAIAH PEGUES

Head of Product

To
80Twenty

From

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Dear 80Twenty,

I am excited to apply for the Head of Product position at 80Twenty, as I believe my extensive experience in product management, particularly within e-commerce and customer experience optimization, aligns perfectly with your client's needs. This role offers a unique opportunity to drive innovation in the grocery and food delivery space, and I am eager to leverage my skills to enhance the way consumers shop and receive their groceries.

At Glossom, I successfully launched and scaled a user-generated content-driven marketplace, achieving over 500K downloads. This experience honed my ability to define and execute product strategies that resonate with customers. I built a rapid experimentation engine that ran over 50 A/B tests, significantly improving user engagement and conversion rates by embedding verified UGC directly into e-commerce flows. This approach is documented in my case study, "From MVP to Monetization in 3 Hours," available at <https://isaiah.pegues.io/case-study-shipped-in-3-hours>.

In my role at Wercflow, I designed AI-driven solutions that automated media production workflows, scaling the platform to 20,000 users. My focus on data analytics allowed me to track performance and optimize features for user engagement, directly contributing to a 30% reduction in project timelines. Additionally, my experience at resolution involved leading the development of SaaS applications that served over 2.5M users, enhancing user management and productivity.

I am eager to bring my strategic vision and hands-on leadership to 80Twenty and contribute to shaping the future of your client's product offerings. I welcome the opportunity to discuss how my background and skills can help drive success in this role.

Best,

Isaiah Pegues

[Portfolio](#)