

ISAIAH PEGUES

Senior Product Manager (Growth)

To
Palta

From
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Dear Palta,

I am excited to apply for the Senior Product Manager (Growth) position at Palta. With a proven track record in driving conversion optimization and user acquisition in subscription-based businesses, I am well-prepared to contribute to the continued success of SIMPLE. My experience aligns perfectly with your need for a results-driven leader who can enhance user experiences and optimize the full acquisition funnel.

At Wercflow, I engineered a viral growth loop that scaled our platform to 20,000 users without any paid marketing, demonstrating my ability to drive user acquisition and engagement. I established a rapid experimentation culture, launching A/B tests that unlocked key conversion and monetization gains across user journeys. This hands-on experience in product-led growth directly correlates with your goal of improving conversion-to-purchase metrics.

Similarly, at Glossom, I transformed the platform into an embeddable content engine, enabling beauty brands to leverage user-generated content effectively. This initiative led to an 11% increase in conversion rates by embedding verified user-generated content into eCommerce flows, showcasing my expertise in optimizing customer journeys and driving revenue growth. This approach is documented in my case study, "How I Engineered a Viral Loop with \$0" available at <https://isaiah.pegues.io/case-study-viral-loop>.

I am eager to bring my data-driven decision-making skills and cross-functional collaboration experience to the Palta team. I look forward to the opportunity to discuss how I can contribute to the growth of SIMPLE and help achieve your ambitious goals.

Best,

Isaiah Pegues

[Portfolio](#)