

# ISAIAH PEGUES

Senior Product Manager

To  
**Click Here Digital**

From

Isaiah Pegues  
Berlin| New York  
+4915112205900  
isaiah@pegues.io

**Dear Click Here Digital,**

I am excited to apply for the Senior Product Manager position at Click Here Digital, where I can leverage my extensive experience in paid media and campaign management. My background in leading high-performance teams and driving strategic initiatives aligns perfectly with your requirements for overseeing paid search strategy and execution. I am particularly drawn to this role as it presents an opportunity to foster a culture of innovation and excellence within the Paid Media department.

In my previous role at Wercflow, I successfully scaled the platform to 20,000 users and 2,000 B2B clients, demonstrating my ability to optimize performance and drive growth. I designed AI-driven solutions that automated media production workflows, significantly enhancing efficiency and reducing manual tasks. This experience has equipped me with the skills necessary to oversee diverse client portfolios and ensure best-in-class campaign results.

Additionally, my tenure at Glossom involved launching a user-generated content marketplace that achieved over 500,000 downloads, showcasing my expertise in client management and campaign strategy. I drove an 11% increase in conversion rates by embedding user-generated content directly into eCommerce flows, which aligns with your focus on performance reporting and resource planning. This approach is documented in my case study, "Driving Growth Through Innovation" available at <https://isaiah.pegues.io/case-study-driving-growth-through-innovation>.

I am eager to bring my leadership skills and strategic vision to Click Here Digital. I look forward to the opportunity to discuss how my experience can contribute to the continued success of your Paid Media department. Thank you for considering my application.

Best,

**Isaiah Pegues**

[Portfolio](#)