

Benjamin Aronov

People | Products | Process

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Achievements

- Led hackathon team that won grand prize at Guesty hackathon
- Featured in Hummus & Tech podcast
- 9.6/10 average feedback rating from 67 students in 2 markets

Product Toolkit

AGILE LEAN UI Prototyping Javascript SQL HTML5 + CSS Public Speaking

Experience

Fullstack Developer + Project Manager at Battata.io 2019 - present

- Instituted missing visualization tools (db schema diagram, UI prototype), organizational procedures (standardized meetings, established clear roles, client objectives)

Community Manager + Teacher at Le Wagon Tel Aviv 2018 - present

- Implemented 6 key new product offerings to students that resulted in direct KPI improvements: increased applications (78%), increased enrollment (31%), user generated content (90%), daily active alumni (400%)
- 100 Net Promoter Score (NPS) in customer satisfaction, 15% increase
- 100% increase in WOM marketing (Course Report, Switchup, and Google)
- Discovered ideation tools to improve innovativeness of final projects
- Introduced Community Canvas framework; tool bringing KPIs to community management
- Oversaw development of 28 full production web applications

Founder at Amir App 2018 - present

- Developed Product Roadmap, Strategic Hierarchy, User Personas, Wireframing, Lean Canvas
- Reinvented original product based on LEAN methodology
- Rigorous user testing of prototype

Founder at Benya's Bagels 2017 - 2018

- Established strategic industry partnerships and secured b2b orders
- Produced unique brand identity

Education

- **Le Wagon Tel Aviv** - Full Stack Web Development Certification
- **Launchcode LC101** - CS50 Certification
- **Tulane University** - BA Economics + Philosophy