

Sander Bell

Product Manager · Technical · Mobile & Web

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CORE COMPETENCIES

- **Product Strategy:** Roadmapping, Unit Economics (LTV/CAC), GTM Strategy, Agile/Scrum
 - **User Empathy:** Psychology-Backed UX, JTBD, Journey Analysis
 - **Tech Stack:** React Native, Git, TypeScript, AI Integration, Mobile Arch
 - **Growth:** A/B Testing, ASO, CRO
 - **Team & Stakeholder Management:** Cross-Functional Sync, RICE/MoSCoW Prioritization, Risk Mitigation, Tech ↔ Business Translation
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PROFESSIONAL EXPERIENCE

Product Lead, Co-Founder

100K31D · Dec 2024 — Present

- **Leadership:** Created product roadmap, launched two products ([Esse](#), [One at a Time](#)).
- **Growth & Impact:** Achieved 10,000+ organic users and a 7% freemium conversion rate (vs industry avg 2%) by implementing A/B testing and onboarding flows informed by behavioral psychology.
- **Technical Execution:** Shipped and maintained React Native apps in production.
- **Market Validation:** Validated PMF via low-cost MVP testing on Reddit, achieving a #1 subreddit ranking and using direct user feedback to iterate quickly.

Product Engineer (React/Next.js)

Ling App · Dec 2023 — Nov 2025

- **Product Engineering:** Translated business requirements into tech specs and vice versa, reducing dev rework by ~15%.

- **Feature Ownership:** Co-led scoping and delivery of 40+ major features, managing trade-offs between tech debt reduction and new user value.
- **Retention Optimization:** Found drop-off points in the user flow and implemented UI/UX fixes that improved session time and retention.

Product Consultant & Freelance Engineer

Remote · May 2022 — Dec 2023

- **Stakeholder Management:** Partnered with clients to define MVP requirements and tech scope, translating business goals into product roadmaps.
- **Prototyping:** Built and deployed web apps ([So Many Characters, Should Today](#), etc.) using Vue.js and React, focusing on speed-to-market and core feature validation.
- **Product Growth:** Developed a browser extension ([Rewords](#)), growing it to 1,000+ users within months and earning a "Featured" badge on the Chrome Web Store.

Content Lead

Various Media & Editorial Teams · Feb 2008 — May 2022

- **Startup Operations:** Co-founded and managed independent news outlets, hired and led teams of 15+; managed agency relations and budgets.
- **Retention & Metrics:** Tracked session depth, reader retention, visitor growth. Adjusted content distribution strategy based on behavioral data.
- **Product Quality:** Enforced editorial standards and content QA pipelines, ran user studies to improve reader retention.
- **System Design:** Developed internal roadmaps and editorial policies to standardize team output and operations.

EDUCATION

- **Master's Degree, Psychology** *L. S. Vygotsky Institute* · 2012
- **Google Project Management Course** *Google (Coursera)* · 2024
- **Google Analytics Certification (GA4)** *Google* · 2024