

SEAN OLIVER

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PROFESSIONAL EXPERIENCE

Lyft, San Francisco, CA

Dec 2015 — Present

Senior Manager, Passenger Product Marketing

- Established and grew passenger product marketing team to 4 PMMs, supporting 6 product teams and 14 product managers
- Crafted business case and secured executive support for bulk pricing products leading to +17% weekly rides over 1 year of testing
- Improved overall average passenger retention by 2.3% in top 20 markets via lifecycle marketing programs
- Drove pricing and positioning for enterprise commute product, leading to +\$1.1MM ARR from 3 clients at end of 3 month pilot
- Led go-to-market campaign for over 20 products and features, including Lyft's premium ride types and commuter offerings
- Initiated quarterly product tracker research study, adopted by product and marketing teams to track product health and sentiment
- Launched Scheduled Rides, Lyft's most successful new passenger feature campaign driving +80% 30-day active user adoption vs. baseline and 800MM press impressions with competitive pre-announcement strategy
- Established passenger product marketing discipline, giving marketing a seat at the table throughout the product development cycle from initial product conception through launch to post-launch sustain

Optimizely, San Francisco, CA

Oct 2013 — Dec 2015

Senior Product Marketing Manager

- Led 11 cross-functional GTMs as Optimizely's first PMM, yielding average adoption rate of 34% within first 30 days after launch
- Devised instrumentation framework for measuring product adoption driven by product launch campaigns
- Created 2 new in-product marketing channels, leading to 98% 30-day retention rate for feature use after initial engagement
- Managed customer product email strategy, sustaining average 32% CTR, highest of all Optimizely email programs
- Increased signup rate on Optimizely's mobile signup funnel by 194% via series of A/B tests and audience targeting campaigns
- Leveraged market and competitive research to build business case for mobile messaging product and drive inclusion in product roadmap
- Managed marketing partnerships for strategic technology integrations with Twitter Fabric, Salesforce, Google AdWords, and Facebook

LinkedIn, Mountain View, CA

Jul 2012 — Oct 2013

Product Marketing Manager, Core Consumer Product

- Crafted campaign targeting lapsed users with pending endorsements, yielding 70% CTOR and all-time site-wide record for unique PVs
- Doubled CTR of People You May Know email by developing and implementing propensity model based on key site actions
- Increased new member activation rate by 5% through welcome email series highlighting LinkedIn value prop and key product benefits
- Drove +67% improvement in conversion rate for People You May Know email by streamlining funnel via one-click email actions
- Improved email CTR for suggested connections email campaign by +27% via 4 multivariate email optimization tests
- Prioritized global consumer marketing investments via in-depth primary research study and behavioral data mining in 7 countries

Microsoft, Redmond, WA

Jun 2011 — Jun 2012

Product Marketing Manager, Windows Channel & Partner Marketing

- Increased sales of \$800+ PCs at 180+ Best Buy stores by 40% vs. comparable stores and 80% vs. chain via sales rep incentive programs
- Generated ~45,000 in-person consumer impressions (+17% YoY) by reallocating field labor investment to target high-volume stores
- Improved field labor rep new user conversion rate by 81% in 3 markets by developing new CRM tool integrated with RSP portal
- Delivered Windows 8 and Xbox 360 demos at Microsoft's annual OEM conference, attended by 600+ marketers from top OEMs WW

Microsoft, Redmond, WA

Jun 2009 — Jun 2011

Product Marketing Manager, Windows Retail Experience Marketing

- Developed training for Staples online chat reps, driving +5% conversion rate and +216% revenue/visit on Staples.com
- Created RSP audience segmentation across 10 markets, adopted by 5 orgs within Microsoft
- Crafted engaging online and in-person training assets, driving 40+ point shift in Net Promoter Score (NPS) to 97/100 in 6 geos
- Increased number of RSP training impressions by 252% YoY across 28 markets by employing research and activity measurement to develop and execute 12 seasonal and ad-hoc training GTM campaigns

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA

Sep 2005 — May 2009

- Bachelor of Science in Economics, Dual Concentrations in Marketing and Retailing
- Activities: President of Marketing Undergraduate Students Establishment, Co-Founder of Wharton Communication Advisory Board, National First Place Winner of Wake Forest Undergraduate Marketing Case Competition

SKILLS & INTERESTS

- **Computer Skills:** Ruby on Rails, SQL, JavaScript, HTML, CSS, Google Analytics, VBA, MS Office, Hive, Pig, Sketch, Adobe CS
- **Languages:** French (Proficient), Mandarin Chinese (Basic)
- **Interests:** Creative Writing, Web Development, Urban Planning, Eating Out, Film, Television, Traveling, Role-Playing Games, Tennis