Serge Lobatch

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Professional Experience

Product Management, DigitalOcean July 2015 – August 2016

Managed Support and Billing products. Implemented product development processes to support two product teams of 5+ engineers, product designer, and engineering manager.

Prioritized improvements to the bespoke support platform, aiding the resolution of 30,000 platform support requests. Created a dedicated internal tool for trust & safety agents to triage to 40,000 monthly abuse incidents, and track & communicate their resolution. Implemented a ticket rating system to measure and improve customer satisfaction with support interactions.

Owned development of a taxation system across EU and Canadian markets, resulting in compliance and reduction of outstanding tax liability by upwards of $1.5M. Oversaw a project expiring $33M in outstanding promotional credit, maintaining the feasibility of the program, and fostering customer trust by moving our TOS to Github.

Product Management, Knotable April 2014 – June 2015

Managed customer acquisition funnel and onboarding experience for a communication and collaboration platform with web and Android clients. Defined and guided features through design, development, testing, and public release, with a team of 15 engineers and designers. Implemented behavioral analytics to improve product decisions.

Secondary responsibilities included: crafting weekly product emails, launching a blog which reached 2 million unique visitors within 3 months, managing social media profiles, and creating video, visual, and written marketing content.

Market & Product Research Extern, Radico Inc. December 2013 – February 2014

Researched online marketplace solutions across various industries and evaluated their fit for pilot development. Criteria included traffic, revenue from sales, and product characteristics. Investigated competitor advertising solutions. Developed customer research screener and social media strategy for recruiting participants.

Business Dev. & Marketing, Experiences Unlimited December 2012 – April 2014

Developed and pitched gamified experiences to existing and potential clients. Managed three client accounts, tracking developers and designers, while addressing client needs. Crafted sales proposals and business development strategy. Researched and contacted leads. Planned, wrote, and designed email marketing, social media, and digital marketing campaigns.

Organized the Enterprise Gamification Forum, an industry conference of 80 attendees, securing 26 speakers, sponsors, and leading event marketing. Assisted president in all matters.

Skills

Technology

Adobe Creative Suite (Photoshop, Illustrator, InDesign). Sketch. HTML/CSS/SASS. Javascript. Ruby. Shell scripting. SQL. MongoDB. Github. Jekyll. Bootstrap. Wordpress. Cloud infrastructure. JIRA. Mixpanel.

Languages

Fluent in English and Russian.

Education

Brown University Providence, RI — A.B. Cognitive Science, 2012

GPA: 3.6 / Concentration GPA: 3.7

Stuyvesant High School New York, NY — 2008