

WORK EXPERIENCE

February 2022/
December
2022

Product Manager - User Acquisition (contract).

Appetiser Apps

- Facilitated design/ user experience walkthroughs on figma, and read code produced by engineering team. (Coding experience)
- Successfully shipped "**guest reorder experience**" feature for Grill'd App causing 16% uptake in revenue on previous month
- Successfully shipped "**onboarding signup**" feature for Grill'd causing a 17% increase in membership sign ups on previous month
- Launched new product for OurMoneyMarket using lean product development, which improved revenue for group of products worth over **\$100,000,000AUD**
- Managed 18 different teams consisting of developers, designers and project managers.
- **Successfully launched Rease Marketplace** on iOS and android stores
- Provided **venture capital and startup mentoring and consulting for founders**, helping them in areas off fundraising, lean product development, growth and user acquisition, monetisation.
- Built Appetiser Apps **Venture documentation** -- How to raise venture capital, how to write a pitch deck, what investors are looking for in the Australian VC space.

October
2018/
December
2020

Product Manager

Cherrii

- Launched a popular dating app on iOS platforms, resulting in **4000 registered users** within the **first three months**.
- Utilised user feedback and market research to guide ongoing product improvements, resulting in a **4.5 star rating on iOS app store** and a **15% increase in user retention**.
- Worked closely with the development team to prioritise and implement new features and improvements, resulting in a **25% increase in daily active users** and a 10% increase in user engagement. (bugs and application issues)
- Managed the product development process using agile methodologies, including sprint planning, backlog grooming, and regular release cycles.
- Analysed key product metrics, including user acquisition, retention, and revenue, to optimise Cherrii and drive growth.
- Developed and executed on a product roadmap that aligned with business objectives, user needs, and technical constraints, resulting in successful launches of new features such as **Cherrii QR**
- Collaborated with the marketing team to develop go-to-market strategies, including influencer partnerships and social media campaigns, resulting in being ranked 63 in Australia for lifestyle apps
- Maintained a strong understanding of the competitive landscape, regularly conducting market research and analysis to identify areas for growth and differentiation

Jan 2016 -
November
2018

Content Director - Co-Founder
Trillion - (Media Company)

- Strategised and produced high-quality content to maximise audience retention and enhance monetisation, with a focus on optimising YouTube's algorithm for recommendations
- Garnered an impressive audience of **2 million subscribers and over 200 million total views**, resulting in significant brand recognition and loyalty
- Forged **strategic partnerships with Sony Music Group** to incorporate their copyrighted music without facing legal complications, strengthening our brand's value proposition and expanding our content offerings
- Exercised full control over budget and spending, overseeing expenses related to music licensing, editing, and thumbnail design to ensure optimal ROI
- Developed a comprehensive content and growth strategy, capitalising on market opportunities to drive accelerated growth and attain viral status
- Successfully orchestrated a private equity exit, realising a notable financial return of **\$XXX,XXX** for the company and its stakeholders.

EDUCATION

BACHELOR OF SCIENCE
UNIVERSITY OF MELBOURNE
2016-2018

FIRST BELIEVERS
STARTMATE
2022

MINNOW PRODUCT
COURSE
2022

FREELANCE WORK

Startup Consultant (2017-Present).

- Freelance consultant for startups, specializing in e-commerce, media, and other industries.
- Worked with a range of clients, including Royal Beauty, Superhero Republic, Fundamenta Network, Sigloo, Loolights, Miyatree, GM Wedding Photography, Shabo Media, Vahi, Novara Ovens, and many more.
- Generated over \$10,000,000 in revenue for clients through effective marketing, PR, and content strategies.
- Increased clients' brand recognition and visibility through social media campaigns and influencer partnerships.
- Advised on growth strategies, resulting in increased customer acquisition and retention rates for clients.
- Developed and executed on content strategies that led to increased engagement and conversions for clients' websites and social media channels.
- Provided ongoing support and advice to help clients to overcome challenges and achieve their business goals.
- Proven track record of success in helping startups to achieve growth and success.
- Highly skilled in providing strategic advice and practical solutions to clients.
- Passionate about helping startups to succeed and achieve their full potential.