Tea Asatiani

5+ years of product management experience with strong online marketing and technical skills.

Contact Details

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+1 (310) 633-4642

Email
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Location
Santa Monica, California

Portfolio
teaasatiani.com

LinkedIn
linkedin.com/in/tea-as/

Tools & Softwares

Expert
Microsoft Office (Excel, Word, PowerPoint)
Figma, Invision
Shopify, Dopweb
Klaviyo, Omnisend
Pipedrive
Intercom
Tapfiliate
Asana, Trello, Meistertask

Intermediate
AWS
Google (Ads, Analytics, Search Console, Tag Manager)
SEO Profiler, Semrush, SpyFu
Adobe Cloud (Photoshop, Illustrator, XD, Premier Rush)
Proto.io
Tableau, Quicksight, Diagrams
Sendgrid
Rainmaker

Coding & Programming

HTML
CSS

Spoken Languages

English (Fluent)
Russian (Fluent)
Georgian (Fluent)

Experience

2022 - Current

JUST SLIDE MEDIA *Los Angeles, CA*

Principal Product Manager *(Feb 2024 - Current)*
- Launched a complete e-commerce CMS solution.
- Launched a D2C app from concept to market.
- Led development sprints w/ a cross-functional team of 20.

Product Manager *(Apr 2022 - Feb 2024)*
- Re-architectured a CDP improving data reliability by 40% & enabling more accurate segmentation and retargeting.
- Defined product roadmap and requirements for internal & client launch/growth projects (incl. Fortune 500 Dish Network brands).
- Led daily product & design standups.

2018 - 2022

DOPWEB *Los Angeles, CA*

Chief Marketing & Product Manager *(Oct 2020 - Mar 2022)*
- Oversaw all digital marketing and product projects.
- Launched & managed lifecycle for a digital menu SaaS.
- Reported to stakeholders.

Project Manager *(Nov 2018 - Oct 2020)*
- Simultaneously managed ~10 small to large-scale B2B client projects (e-commerce, web design & development, SEO, email marketing, affiliate marketing, ads, etc…).
- Transformed client needs into product requirements of a newly launched integrated SEO Website Builder CMS.

Education

Class of 2018

University of California, Los Angeles (UCLA)
Psychology Major and Entrepreneurship Minor
Graduated with honors

Digital Marketing Skills

✓ Web & App design
✓ Conversion optimization
✓ UI UX & prototyping
✓ Mobile responsiveness
✓ Email marketing
✓ SEO
✓ Affiliate marketing
✓ Market research

Development Skills

✓ Prioritization & roadmapping
✓ Sprint management
✓ Leadership & prompt delivery
✓ Technical documentation
✓ A/B Testing
✓ Data analysis & visualization
✓ Meticulous attention to detail
✓ QA