

Gabriel Lacombe

gabriel.lacombec@gmail.com • +55.48.99999.7518 • [LinkedIn](#)

Entrepreneurial startup leader with a mix of skills spanning product management, experience design, data analytics, and product marketing for diverse businesses. Proven ability to turn ideas and hypotheses into MVPs and prototypes, define success metrics, set product roadmaps, and lead teams in execution. Natural problem solver and creator driven by a passion for human interaction and bringing ideas to life.

EXPERIENCE

[humane]*

2022 - 2024

[humane] is a wellness ecommerce startup focused on nutrition.*

Founder & Product Manager

Initially served in an advisory role during incubation and assumed a more hands-on role to improve product UX metrics and sales performance, with responsibility for the end-to-end online shopping experience in collaboration with UX Designers.

- Reimagined the full online shopping experience based on user feedback and preferences, and drove implementation of new features to enhance user experience. New features included:
 - Cart: Optimized the website cart based on countless iterations guided by A/B testing.
 - Cart Recovery: Introduced re-engagement flows (e.g. push notifications) across multiple platforms (i.e. Whatsapp, email, push notifications) to reengage users who did not complete purchases.
 - Volume discount: Introduced a volume discount and product bundling strategy to drive ATV/ATU and short-term revenue.
 - Affiliate influencers: Launched a program that enabled users to share discount codes with a revenue sharing model, with a gamified model to ensure user engagement. Developed the program's voice and marketing elements to appeal to a subset of social media power users.
- Mapped the core user journey and wrote code to enable tracking of user interactions, leveraging Hotjar and Mixpanel to analyze UX metrics.
- Built dashboards to visualize core metrics and enable data-driven decision making for discounts and campaigns.
- Efforts resulted in growth in multiple KPIs: sales (411%), conversion (99%), AOV (16%), and repeat business (30%).

Pug'n'Play

2019 - present

Pug'n'play is a video production startup that focused on livestreaming, video series, and organic video content for brands.

Founder & Advisor

Recruited a freelance videographer/friend to launch a new startup video production studio after identifying demand for video services during COVID shutdowns, with intent for the studio to also serve a portfolio of interconnected startups.

- Served as CEO responsible for sales, marketing, and operations during business launch.
- Led efforts to renovate an existing space into a fully-operational studio with multiple zones to fulfill needs. Implemented computer systems (e.g. video tools, storage, backups) and workflows for video teams.
- Established consistent revenue streams and cash reserves, and began transitioning executive oversight to a co-founder for daily operations.

FFWD

2017 - 2024

FFWD is a digital marketing consultancy.

Partner, Product Manager

Joined as a partner with focus on product management for key client engagements, with responsibility for leading cross-functional teams, managing stakeholders, and guiding projects from MVP through production-ready product.

Project Highlights:

- **Intelbras Easy-Purchase** - Led a cross-functional team spanning tech, ecommerce, data, marketing, and retail to launch Intelbras Easy-Purchase, a new B2B2C delivery/shipping and installation service that connected Intelbras customers with a local partner to efficiently provide in-home installation services for Intelbras products (e.g. cameras, alarms, etc.).

- Designed user experiences for customers across multiple touchpoints (app, ecommerce, in-store) and an experience for partners, centralized in a single app.
- Reported to client leadership and Board of Directors on progress.
- Implemented a unified database for metrics and reporting to support decision making.
- Efforts led to 101% ecommerce revenue growth and 11.85% ROAS on paid ad campaigns, with 21% of orders fulfilled via easy purchase.
- **Mueller** - Managed the discovery phase of a new ecommerce experience.
 - Guided a small UX design team to gather ecommerce metrics and interview stakeholders, which identified a need for a complete overhaul of the online sales experience to support growth and reduce technical debt.
 - Mapped user flows, benchmarked industry leaders, and presented the findings to the client, securing approval to expand the team.
 - Developed a low-fidelity prototype, component mapping, and a style guide, ensuring alignment with technical and branding teams. Validated the foundation and shifted the team's focus to creating a scalable design system and high-fidelity prototype.
 - Managed hand-off to the technical team, providing support during development and overseeing the creation of static pages by the software engineering team.
- **STZ Chega Mais** - Led MVP development for a “fast-pass” VIP line for entering stores during grand openings, which enabled users to create accounts, refer friends, and unlock the fast pass. The MVP was built as part of the client's North/Northeast expansion strategy, addressing the need for measurable marketing success during store openings.
 - The MVP generated 12.5k subscriptions and referrals in a single store test, providing valuable sales metrics and hypothesis validation.
 - Created a scalable infrastructure for sequential and simultaneous store launches, established business rules for user rewards, and introduced a more robust paid ads strategy.
 - Enhanced micro-influencer efforts using existing technology. This strategy was implemented in 30 store launches, resulting in over 600k subscriptions.

Treinou

2016 - 2017

Treinou was a B2B2C e-learning platform SaaS.

Associate Project Manager

Assumed control of an existing project focused on improving a nascent e-learning platform to prepare for market release, leading a small team of developers and designers.

- Assessed the project's technical and marketing aspects, and developed an actionable plan for its restructuring and turnaround.
- Built a small internal sales team and defined sales processes. Developed an internal tool to standardize pre-sales, automate lead scoring, and optimize SDRs' workflow.
- Served as product manager and engaged clients and end users to gauge voice of the customer to inform roadmaps.
- Created pitch decks and presented to investors.

Healfies

2015 - 2016

Healfies built a B2B SaaS digital health records solution that connected to healthcare provider systems to deliver health data to users.

Analyst

Served as right hand to the CEO during efforts to secure VC funding and took on systems monitoring responsibilities.

- Created pitch decks and investor reports during fundraising efforts that led to ~\$200K in investment.
- Managed website content, press clippings, and developed no-code landing pages.
- Created marketing graphics for digital and print using Adobe Suite.
- Processed data reports using Excel and SQL.
- Healfies exited after sale of IP to a large healthcare provider.

SKILLS

Tools: Figma, Monday, Trello, ClickUp, Shopify, Webflow, HTML/CSS, JavaScript, Python, Google Analytics, Mixpanel, Google Optimize, Google Workspace, Zapier

Concepts: Product Management, MVPs, Cross-Functional Collaboration, Project Management, Analytics, Product Led Growth, Storytelling, Prototyping, Exploratory Data Analysis

CERTIFICATIONS

Prompt Engineering - Vanderbilt University

ChatGPT Advanced Data Analysis - Vanderbilt University

Conversion Optimization Certification - Google

Google Analytics Certification - Google

User Insights for Product Decisions - Reforge

Mastering Product Management - Reforge

Advanced Growth Strategy - Reforge

Product Management Foundations - Reforge