

experience

- 2018–Present** **Ziff Davis/What To Expect** **Product Manager**
Develop vision and product for #1 pregnancy brand with 60% market share. Lead development of apps (iOS/Android), content-recommendation engine, affiliate commerce (Amazon), email newsletters, and LeadGen marketing. Lead new initiative targeting +30% growth of video engagement to meet advertiser demands. +50% video views YoY; +20% open rate and +17% email CTR after overhaul of content-reco engine, +33% revenue YoY Amazon affiliate commerce.
- 2017–2018** **Nickelodeon** **Product Manager**
Lead development of Nick/Nick Jr. TVE (TV Everywhere) iOS apps. YoY: +10% MAUs, +13% video views; +25% TV-authentication with new TVE onboarding prompt based on A/B test results. Define UX, roadmaps and features; lead Agile Scrum team. Defined new features for Episode Increase Initiative (+1,000 eps.) to engage, retain and grow audience and increase ad revenue—resulting in +16% video streams.
- 2015–2017** **Houghton Mifflin Harcourt** **Product Manager, Consumer Brands**
Brands: Curious World, Curious George, Arthur, Oregon Trail, Carmen Sandiego, MeeGenius
Launched and monetized Curious World, new personalized games/videos/eBooks subscription. Year 1: \$1.2MM revenue, +1MM installs, +900% active subs, 3rd top grossing in App Store (Kids), 100K MAUs. Managed Agile development for iOS, Apple TV apps and web. Drive UX, strategy, conversion and retention, user and A/B testing. +140% paid conversions after onboarding redesign. +84% session length with new auto-play feature.
Product owner of MeeGenius (eBook subscription): +10% retention, +78% paid sub conversions YoY. Partnered with Marketing on couponing, price testing, social media, upsell interstitials, cross-sells, ASO. Led new YouTube channel launch and strategy. Supervised subscription maintenance and customer accounts (Zuora).
- 2014–2015** **Scholastic** **Producer / Product Manager**
Led concept, design, development and production of 80+ videos and interactive content for MATH180, a \$20 million, B2B software product reaching 1MM+ users. Drive deliverables, schedules and budgets. Direct creative, manage and collaborate with cross-functional teams.
- 2015** **Google** **Producer at Dreamtek**
Freelance Producer for “Education On Air”—live panels streamed via Google Hangouts with innovators, leaders (Michelle Obama, etc.) and interactive audience participation.
- 2011–2014** **Sesame Street** **Product Manager**
Managed portfolio of 50+ award-winning and #1 top paid apps, web, eBooks, AR and HTML5 games on iOS, Android, Windows for U.S. and global markets. From concept, wireframing, execution to launch. Oversaw timelines, UX/UI, developers/QA, ASO, app store submissions. Approached by Amazon, Nokia, Microsoft and Samsung to port top apps; led localization for India, Latin America, China, Germany and Netherlands—resulting in new revenue streams. Collaborated with sponsors, strategic partners (IDEO, Callaway), and cross-functional teams.
- 2008–2012** **NY1 News** **Robotic Camera Operator + Audio Mixer**
Operated cameras, audio mixer, teleprompter, graphics and lighting for live, breaking news, pre-taped, political shows and segments for NY1 and NY1 Noticias (Spanish channel).
- 2008–2011** **Food Network** **Associate Producer**
16 shows, 300+ episodes: Iron Chef, 30-Minute Meals, Emeril, Next Food Network Star, etc.
Supported producers, directors and managers in control room, on set and post-production.
- 2010–2011** **TLC** **Associate Producer**
2 shows, 90+ episodes: Cake Boss—Next Great Baker, Kitchen Boss with Buddy Valastro
Ensured compliance of deliverables (branding, product integration) to sponsors (KitchenAid, Silk Soy). Negotiated trade-outs with 15 top brands (Kraft, Nikon, Cuisinart, etc.) for product placement and prizes; achieving +\$120K savings. Worked with Marketing to drive web traffic.

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additional experience

2005–2011

BBC	Blue Peter (in London, UK)
NBC	America's Got Talent
CBS	Survivor
ABC	One Life to Live
CNN	Joy Behar Show
Lifetime	Sherri Shepard Show
History Channel	Lewis Black Holiday Special
A&E	Smokey Robinson Rally
Comedy Central	Live at Gotham
Logo	Big Gay Sketch Show
HGTV	Mom Caves
Lifetime	The Fashion Shrink (Pilot)
CBS	CBS 2 News
ABC News	Long-Form Unit
Carrot NY	App Consultant
Goldman Sachs	Video Editor
Apple Store	Mac Specialist

web design

MoreBusinessSystems.com
HazelKahan.com
CharlesGoon.com (mobile + desktop)

certifications

Certified SCRUM Product Owner
Scrum Alliance

education

New York University: Tisch
Bachelor of Fine Arts, 2009
Film and Television Production

technical skills

JIRA	SailThru
MS Office	Adobe Omniture
Taplytics	Google Analytics
MailChimp	Kochava
Appboy (Braze)	ZenDesk
Sensor Tower	App Annie
Zuora	Akamai
Invision	Sketch
Final Cut Pro	Avid
Photoshop	After Effects
Audacity	Basic HTML