

experience

- 2017–Present** **Nickelodeon** **Product Manager**
 Apple-platform lead, part of Nick's digital organization with product portfolio of 20MM monthly uniques and Viacom's TV Everywhere (TVE) initiative. YoY: +10% MAUs, +13% video views; +25% TV-authentication with new TVE onboarding prompt based on A/B test results.
 Drive iOS strategy, vision and development, focused on data, business goals, competition and user testing. Define UX, features, epics and roadmaps; write user stories. Lead Agile Scrum team, set priorities and manage backlog to maximize audience growth and user benefits.
 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, MeeGenius
 Developed, launched, and monetized Curious World, a personalized play+learn (games, videos, books) subscription startup. Year 1 achieved: \$1.2MM revenue, 1+ million installs, +900% active subscribers, 3rd top grossing in App Store (Kids), 100K MAUs.
 Managed Agile development and QA teams for iOS, Apple TV, iMessage apps and web. Drive UX/UI, strategy and design, focused on conversion/retention, user and A/B testing. +140% paid conversions after onboarding redesign. +84% session length with new auto-play feature.
 Product owner of MeeGenius, eBooks subscription service: +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 maintenance of subscription and customer accounts (Zuora).
- 2014–2015** **Scholastic** **Digital Producer & Product Owner**
 Led concept, design, development and production of 80+ videos and interactive content for MATH180, a \$20MM product for teens. Drive deliverables, schedules and budgets. Direct creative, manage and collaborate with cross-functional teams.
- 2015** **Google** **Producer**
 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** **Digital 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.
- 2008–2009** **Goldman Sachs** **Video Editor**
 Shot and edited corporate, instructional and promotional videos for internal clients.

charles goon

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
Nick Jr.	On-Air Promos
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
Wingspan Films	Wind Above, Earth Below
Quest Media	Profiles
Carrot NY	App Consultant
Apple Store	Mac Specialist

web design

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

education

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

technical skills

JIRA	Final Cut Pro
Basecamp	Avid
Adobe Omniture	Appboy
Kochava	Zuora
MS Office	Photoshop
Sketch	After Effects
Basic HTML	Audacity