

Jesse Woghin

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Customer-first product leader with experience in eCommerce, EdTech, two-sided marketplaces, media, and music. Passionate about collaboration, remote team-building, creative solutions to challenging problems, and transparency.

EXPERIENCE

Grailed • Remote • *Two-sided marketplace for men's—and now women's—fashion*

Senior Director of Product Management, Marketplace | Apr 2022 - Dec 2022

- Oversaw development and go-to-market for the launch of a new Womenswear department that dramatically expanded TAM and seller inventory, improved activation rate and AUR, and generated momentum to finalize company's acquisition by GOAT
- Developed 2023 product strategy to help the company achieve its social-commerce-driven vision
- Led a small, but senior team of PMs for the three user-facing squads that ran the Grailed marketplace

Pocket (Mozilla) • Remote • *Read-it-later app owned by Mozilla*

Staff Product Manager, Pocket | Feb 2021 - April 2022

- Leading two cross-functional product development teams focused on activation/retention and ML-backed content discovery initiatives
- Created a product strategy focused on curation and delivering value through a blend of editorial and machine learning to develop new content connoisseurs

Wyzant • Chicago, IL • *Two-sided marketplace for traditional and online tutoring*

VP of Product | Mar 2019 - Aug 2020

- Improved conversion by 40% and LTV by 10% by focusing the team's efforts on relevance, personalization, mobile performance, making qualitative user feedback and quantitative data actionable, and activation experimentation
- Led and built a product team of up to seven PMs, designers, product/performance marketers, and analysts with the highest employee retention rate in the company
- Responsible for online learning product vision and strategy and deploying it successfully across all departments

Director of Product | Mar 2017 - Mar 2019

- Grew online (remote) tutoring sessions 4x by championing the creation and leading the implementation of a strategy and product solution to transition from in-person tutoring

- Increased college-aged and professional learners' sessions by 68% by better serving an expanding array of user needs and problems
- Led relaunch of online learning tool by collaborating on creative UX with a design that resulted in NPS > 60
- Increased learner engagement with online tools by 46% by working with engineering to create cloud-based recordings of online sessions using Google Cloud and Twilio
- Accountable for goal-setting, prioritization, roadmap and KPI development, and leading PMs to execute across multiple cross-functional teams

Senior Product Manager | Oct 2014 - Mar 2017

- Collaborated on a 2x increase in new learner conversion by focusing on best-match and investing in user research, agile methodologies, experimentation, and rapid iteration
- Reduced tutor nonresponses by 75% and improved responses within 1 hour by 25% by rebuilding messaging tools for tutor engagement
- Led launch and go-to-market strategy of mobile apps for both sides of the marketplace, with apps for learners maintaining a 4.8-star rating in the App Store and Google Play
- Second product team hire, helped define product development processes and success metrics focused on user goals, drove new concept ideation, managed backlogs, and wrote user stories and requirements

The Onion • Chicago, IL • *Satirical news and pop culture publishing sites*

Director of Product | Aug 2013 - Oct 2014

- Led cross-functional team of five PMs, designers, and project managers responsible for three Onion, Inc. sites with 30M+ unique visitors and 110M+ page views monthly
- Added 15M+ monthly unique visitors, \$9M+ in revenue by launching ClickHole
- Grew usage of editorial's internal tools from ~20 writers to 150+ with a complete rebuild of the CMS by researching editorial workflows to create an intuitive UX/UI

Product Manager | Apr 2011 - Aug 2013

- Improved mobile engagement 2-3x as team lead for responsive site redesigns for both The Onion and The A.V. Club
- Increased advertiser ROI by collaborating with engineering on internal tools for video ad serving and measuring brand lift
- Generated 50k new A.V. Club accounts with development of T.V. Club iPad app

Web Producer, A.V. Club | Feb 2009 - Apr 2011

- Led editorial transition from print to digital publishing models
- Rapidly grew social users 33% by implementing a new social marketing strategy
- Contributed to \$5M+ in sales revenue as a member of the development team for custom video series and partnerships for Starbucks, Budweiser, Target, and more

Flameshovel Records • Chicago, IL • *A label for emerging Chicago indie rock artists*

Founder & CEO | Jul 2001 - Feb 200

- Managed full life cycle for 50 releases – P&L, go-to-market, design, and social
- Rapidly grew retail opportunities as an early adopter of digital distribution models
- Negotiated numerous music placements for film/TV and foreign licensing deals
- Recognized in “10 Chicago Indie Labels That Matter” (*Chicago Tribune*, January 15, 2006) and “45 Most Influential People in Chicago Music” (*New City*, 2007, 2009) lists

EDUCATION

Quantic School of Business & Technology • Washington, DC

Executive M.B.A., Master of Business Administration | November 2020 - February 2022

Oberlin College • Oberlin, OH

B.A., English Literature | September 1996 - May 2000

SKILLS

Data Analytics: SQL, Redshift, table/database concepts, Google Analytics, Excel, Tableau, Mode

Project Management: agile, Scrum, Kanban, Jira, Trello, GitHub, Asana, Zendesk

User Experience (UX): research, interviews, discovery, testing, wireframes, prototypes, Figma, InVision

Product Marketing: ASO, go-to-market strategies, persona development, retention analysis

etc.: SEO, performance marketing, mobile applications (iOS, Android), business development