



# Benji J

## Product Manager


American Citizen, based in Argentina  
Time Zone: Americas / NYC / Buenos Aires

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## Tools

PRDs OKRs KPIs AGILE SCRUM KANBAN SQL GIT APIS  
JIRA FIGMA MIRO SLACK TYPEFORM MAILCHIMP SSH VIM  
VYSOR LINUX HTML CSS BOOTSTRAP POSTMAN 

## Skills

### Experienced

- Go-to-Market Product Launches
- Customer-Centric UX Strategies
- User-Centered Design
- Early-Stage Product Scaling
- Cross-Functional Team Leadership
- SaaS Product Lifecycle Management
- Agile Scrum Practices
- Data Analytics & Dashboards
- Speaks: English, Spanish, Portuguese

### In Progress

- Large-Scale Scrum [LeSS]
- User Acquisition, User Engagement, Conversion and Retention Rates
- Pricing Models and Cohort Analysis
- Mobile Development Workflows
- Gamification
- Customer Journey Maps (CJM)

## Interests

### Focus Areas

- Data Analytics & Dashboards
- UX Research and User Case Studies
- Interaction and Service Design
- Voice over Internet Protocol [VoIP]
- Computer Forensics
- Longtermism, Effective Altruism
- Startups & Product Growth

### Industries and Business Models

- Crypto, Blockchain, RealFi
- Fundraising and Social Impact
- SaaS: Media, EdTech, Fintech
- Meditation & Wellbeing
- Cybersecurity & Data Privacy
- #B2C #B2B2C #B2B

## Professional Summary

Experienced Product Manager with 5+ years in SaaS and Web3, specializing in UX and pre-seed incubation. Proven track record of launching impactful products and leading cross-functional teams. Skilled in data-driven decision-making and user engagement, with a focus on industries like Meditation, Fundraising, and Music. Passionate about building meaningful, user-centered solutions and driving innovation in startups.

## Work History

12/22–today	<b>Product Manager</b> <b>@ NEWM: Web3 Music Ecosystem</b> <b>Product Quality Manager [Web + Mobile]</b> PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING (B2B2C, B2C, B2B) <ul style="list-style-type: none"><li>• Launched a UX research initiative that drove product discovery, informed roadmap decisions, and improved user satisfaction</li><li>• Establishing growth path using product metrics, and data analytics</li><li>• Informing product decisions with UXR input &amp; Customer Experience</li><li>• Setting data-informed product cycle: product idea to post-launch</li></ul>
05/24–today	<b>Product Manager [Web]</b> PRODUCT LAUNCHES: STUDIO, STREAM TOKEN MARKETPLACE & RECORDSTORE (B2C, B2B) <ul style="list-style-type: none"><li>• Proven results: Enabled the first 50+ active users to platform</li><li>• Streamlined UX flow for listeners to access music from 100+ artists</li><li>• Represented company at industry event: NFTxLV, Las Vegas</li><li>• Streamlining the signup [KYC], distribution and payment experience</li></ul>
12/22–09/24	
08/21–07/22	<b>Product Specialist</b> <b>@ PREFERATI</b> PRODUCT LAUNCHES: APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS (B2B2C, B2B) <ul style="list-style-type: none"><li>• Proven results: Improved sales for Truck Dealership site</li><li>• Team lead built an ATS [Applicant Tracking System] from scratch</li><li>• Company app gamification: user profile, metrics prototyping</li></ul>
07/20–7/21	<b>Product Marketing Manager</b> <b>@ WILLDOM</b> PRODUCT LAUNCHES: CONTENT STRATEGY & NEWSLETTER (B2B) <ul style="list-style-type: none"><li>• Proven results: Built content strategy plan for 15K subscribers</li><li>• Prepared hackathon to impact on team morale and company culture</li></ul>
11/19–5/20	<b>Back End Web Developer</b> <b>@ ROSS OUTSIDE THE BOX</b> PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS (B2B)
2012–2020	<b>Ethnographic Researcher</b> <b>@ UNICAMP, with CAPES Research Grant</b> PRODUCT LAUNCHES: MASTER THESIS ON URBAN ART [ETHNOGRAPHY @BRAZIL/ARGENTINA], IN THE NAME OF WILD [2022 DOCUMENTARY, BY PHILLIP VANNINI]

## Education

2019–today	<b>System's Analyst</b>	[ ESCMB/UNC – Córdoba, Argentina ]
2012–2014	<b>Master's in Sociology</b>	[ UNICAMP – São Paulo, Brazil ]
2002–2009	<b>Graduate in Sociology</b>	[ UBA – Buenos Aires, Argentina ]

## Personal Projects

Sept. 2023	<b>Hackathon @Buildathon ETH Argentina</b>	[ We got Quadratic Funding ]
Autumn 2023	<b>Pre-seed Web3 Incubation @Speezard</b>	[ Invited with Fee Waiver ]
March 2023	<b>Hackathon @Think &amp; Dev</b>	[ We won Clean Code Prize, Web3 for fun ]
2023–today	<b>Co-Founder w/@FrancoCerino</b>	[ GIVER — Donations: Pre-Startup Stage ]
2018–today	<b>Founding Member, Writer, PM</b>	[ SUSTAINABLE DEVELOPMENT FOUNDATION ]
2016–2019	<b>Self-Published Book</b>	[ INEXTRICABLE PUBLISHER ]