

BEN RASKIN

Product Manager

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PROFESSIONAL EXPERIENCE

Product Manager, Los Angeles, CA

February 2020 – Present

Counselora

- Led development of B2C SAAS product to enable school counselors to create their counseling plan and share resources which grew to 1250 counselors
- Conducted customer interviews, user metric analysis and market research and led iterations across engineering and design which increased user acquisition by 300%
- Coordinated agile product planning and execution with team members which reduced development time of MVP by 30%
- Set up Google analytics dashboards and analyzed metrics to measure feature performance leading to changes that increased retention by 50%
- Facilitated stakeholder meetings and weekly scrums with cross-functional team to develop go to market strategy and monitor progress which increased productivity by 20%

Academic Advisor, Los Angeles, CA

August 2016 – January

2020

Los Angeles Unified School District

- Introduced scheduling framework that reduced student scheduling time by 50% and reduced scheduling errors by 500%
- Participated in stakeholder meetings with cross-functional team to evaluate data and develop new programs which increased student literacy scores by 20%

Product Manager, Los Angeles, CA

December 2014 – October 2016

Friendi

- Headed development of B2C SAAS product to enable individuals with special needs to find friends and explore resources which grew to over 1000 members
- Directed team of 1 full time engineer and 2 design contractors and formed strong relationships with stakeholders
- Interpreted data to understand KPI failures and worked with engineering and design to remedy issues from coding enhancement to loading speed which led to increase in positive user feedback.
- Managed all user, vendor and stakeholder relationships, negotiating terms, scope and deadlines.
- Established key relationships with news outlets which lead to temporary increase in user acquisition by 1000% and reduced marketing spend by 80% with focus on public relations.

EDUCATION

Google foundations of product management, Google, Los Angeles, CA

Masters of Science in counseling, Cal State University Northridge, Los Angeles, CA

Bachelors of Arts, Cal State University Northridge, Los Angeles, CA