

# JESSY HANLEY

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## PRODUCT MARKETING EXECUTIVE

**Dynamic senior marketing leader** with a history of driving significant revenue growth for technology-focused companies. Leverages the valuable combination of product management, development and marketing experience to identify and capitalize on monetization, retention and engagement opportunities. Develops and leads strategy driven, high performing teams and cultivates work environments that value a deep understanding of the customer, data driven decision-making, and creativity. Oversees delivery of tools and techniques to support internal operations that ensure an outstanding customer experience. Communicates a common mission that inspires collaboration and innovation.

### CORE STRENGTHS

- Integrated Lifecycle Marketing
- Brand Development & Storytelling
- VIP & Loyalty Management
- Social Media Programs
- Performance Marketing
- User Engagement & Retention
- Customer Relationship Management (CRM)
- Licensing & Consumer Promotions
- In App Purchases (IAP) Optimization
- Data-Driven Decision Making
- Monetization Programs
- Product Planning
- Market & Trend Analysis
- A/B & Multivariate Testing
- Team Development

### PROFESSIONAL HISTORY

GSN GAMES | San Francisco, CA

2013 - present

#### VICE PRESIDENT MARKETING & CUSTOMER EXPERIENCE

2014-present

Member of leadership team, responsible for all marketing, player experience and research, overseeing \$250M in annual revenue across all GSN Games titles. Managing nearly 50 employees across Monetization & Retention Marketing, CRM, Cross-Studio Product Management, Brand, Insights & User Research, Customer Support, Community Management, Social Media, Copywriting, Public Relations and Corporate Communications teams.

- **Delivered 25% boost to revenue—three separate times over two years—**by leading Product Marketing Team through transformation of promotion and pricing strategies across the app portfolio.
- **Increased engagement and retention KPIs by 21%, while improving customer experience,** through transition to modern lifecycle CRM strategy that included implementation of best-in-breed 3<sup>rd</sup>-party tools and customized features.
- **Created and managed the first cross-studio product management function** that designed successful cross-portfolio features like; Loyalty program, VIP customer management, and in game presentation system for segmentation and retention strategy.
- **Oversee go to market strategy all app launches** including brand building, partner marketing, PR, events, UA, CRM, social media, customer support, and analytics, ensuring successful top charting, media covered launches.

#### VICE PRESIDENT PRODUCT MARKETING

2013-2014

Owned product marketing—including monetization, retention, and engagement for casino game properties including GSN Casino, GSN Grand Casino, and Tri-Peaks Solitaire. Drove product promotions and launches, reviewed performance and metrics, and directed efforts to improve/optimize campaigns and cohort tests.

- **Greatly improved product planning and ability to assess product success through establishment of first Insights & Research function,** which redefined corporate-wide product planning, establish market sizing and target audience definition; solidified quantitative/qualitative research methodologies that included usability testing, segmentation, focus groups, surveys, and ethnography.
- **Led multiple high-return monetization campaigns:** Juicing campaign (\$5M accretive revenue in first two months); graduated pricing improvements (raised revenue by 20%); Lifecycle Monetization campaign (increased revenue 15%).
- **Developed and led team to deliver top performance,** which led to a company-wide reorganization that positioned Marketing as a shared service and enabled all studios to leverage the group's practices.

PALTALK | New York, NY

2013

#### VICE PRESIDENT PRODUCT MANAGEMENT

Accountable for the Paltalk and Camfrog products across platforms. Own the strategic roadmap; brand positioning, user engagement and product marketing. Manage the following departments: product management, user experience, visual design, community management and customer support.

PALTALK | continued

2013

**VICE PRESIDENT PRODUCT MANAGEMENT**

- **Identified first time user churn as a significant opportunity for Paltalk.** Created a plan to systematically optimize the conversion funnel from download to first entrance into a chat room.
- **Immediately created a strategic roadmap prioritized by potential impact on KPIs,** ensuring the organization was maximizing development resources.
- **Expanding virtual currency, VIP and crown programs** to include personalization, additional virtual gifts and status features in alignment with paying user behavior.
- **Enhancing content discovery** to shift Paltalk value proposition from software offering to a content and community platform for meeting new friends.
- **Creating programs to drive engagement** of first time users as well as reengage dormant members via gamification, social media, message casts and email campaigns.

BORDERFREE - A Pitney Bowes Company | New York, NY

2010-2013

**VICE PRESIDENT PRODUCT MANAGEMENT**

2012-2013

Created and executed product roadmap for entire Borderfree product which generated \$36M in annual revenue, with oversight of both strategy and tactical operations; led 25 employees in product management, product marketing, project management, and technical communication.

- **Created international marketing toolkit that enabled merchants to promote product** to consumers around the world by providing country-specific solutions and allowed non-U.S. customers to “shop like a local”.
- **Vastly improved ability to communicate new/upcoming features to merchants through creation of an innovative 12-month rolling roadmap** that provided structure within the fast-paced Agile environment. Enhanced merchant engagement through a “what’s in the works” section of the documentation site where feature requests could be made.
- **Ensured ability to meet 3-fold increase in development capacity** through recruitment of top team of product managers, project managers, and technical communicators, which supported scale-up from 12 to 55 stories every two weeks.
- **Won quarterly CEO Excellence Award,** the only member of executive management team to be so honored.

**DIRECTOR PRODUCT MANAGEMENT**

2010-2012

- **Reversed negative conversion impact caused by inaccuracy of shipping quotes** by making improvements to Landed Cost calculator that ensured most viable and attractive quotes were offered to international customers.
- **Ensured ability to capture holiday earnings** through design, build, and launch of Part51, an international shopping affiliate portal website.

MYPHOTOALBUM - formally FortuneCity.com Inc. | New York, NY

2000-2010

**VICE PRESIDENT PRODUCT MANAGEMENT**

2008-2010

Oversaw operations for three online photo-sharing services, leading group of 20 staffers. Directed technical development, controlled product roadmap, designed enhancements, and managed usability and marketing initiatives.

- **Successfully executed rapid two-month deployment of Polaroid Studio, Polaroid's online photo and video sharing service,** for the announcement of Lady Gaga as Creative Director.
- **Boosted profile and appeal of photo services to target younger demographic** through planning and execution of multi-pronged social media strategy that incorporated Facebook fan pages and applications, Twitter and other key platforms.
- **Conceived professional services product geared toward photographers,** who accounted for 50%+ of all print purchases.

**DIRECTOR OF PHOTO SERVICES**

2005-2008

Played dual role as art director and marketing manager for all product collateral, while driving creative direction of MyPhotoAlbum. Designed visual identity for member albums and developed materials used in marketing campaigns.

- **Drove rapid growth—150 YOY revenue gain, 250K active members hosting 60M+ photos—of MyPhotoAlbum;** earned spot as Top 15 Alexa-rated photo-sharing service.

MYPHOTOALBUM | continued

2000-2010

**MANAGER DESIGN SERVICES**

2004-2005

Led team of designers, developers, and account managers delivering web design services—oversaw proposal development, website design, and coding for customers. Played visible role as company representative in sales meetings.

**PRODUCT MANAGER**

2002-2004

As Product Manager, created project plans and Graphical User Interface (GUI) site flows for website updates and redesign initiatives. Improved testing processes for E-commerce focused projects through development of standard procedures. Increased free to paid service conversions 400% **through planning/implementation of a demo application for white box web hosting services and simplification of the purchase process.**

**FRONT-END WEB DEVELOPER**

2000-2002

Served as senior web developer for corporate properties utilizing skills in HTML, DHTML, JavaScript, Java, ASP, and JSP. Designed all corporate websites including: Fortunecity.com, Ampira.com, V3.com, AmpiraMedia.com and Hotgames.com.

ADDITIONAL EXPERIENCE

**OWNER** | *Jessy's World – Web Design & Development* | New York, NY

2001-2006

**PROJECT MANAGER** | *NBNTech Inc.* | Washington, DC

1999-2000

**SPECIAL ASSISTANT TO THE PRESS SECRETARY** | *Senator Tom Daschle, Senate Minority Leader* | Washington, DC

1999

SPEAKING ENGAGEMENTS, ORGANIZATIONS & AWARDS

**SPEAKING ENGAGEMENTS:**

- Dish Women's Network Leadership Series – **"Women Who Rock Their Industry"** - [video](#)
- GDC Social Casino Post Mortems - **"It's All About the Experience"** - [video](#)

**ORGANIZATIONS:**

- Women in Gaming (WIG) & Girls in Tech
- Board of Directors Member - The Encore & Live Out Loud

**AWARDS:**

- Only member of the executive management team to win of the quarterly CEO Excellence award
- Winner of 17 Web Design Awards

MARKETING TECHNOLOGIES

**AUTOMATION & MONETIZATION:** Appboy, IAP, PayPal, Optimove, Scientific Revenue, Swrve, Urban Airship

**EMAIL MARKETING:** Constant Contact, EmailLabs Litmus, MailChimp, Oracle (Responsys), Salesforce (ExactTarget), SendGrid, SilverPop

**PUSH NOTIFICATIONS:** Appboy, Kahuna, Oracle (PushIO), PubNub, Salesforce (ExactTarget) Swrve, TapJoym UrbanAirship

**SOCIAL MEDIA:** Facebook, Instagram, GogglePlus, Hootsuite, LinkedIn, Offerpop, Pinterst, SnapChat, Sprout Social, Tumblr, Twitter, Vimeo, Vine, YouTube

**USER ACQUISITION & ADVERTISING:** Direct Mail, Direct Response TV, Google Adsence, Google AdWords, Kochava, Supersonic, TapJoy, Radio, Commission Junction, Google Affiliate Network, Rakutan

**CUSTOMER EXPERIENCE & LOYALTY:** Qualtrics, Salesforce, SessionM, SurveyMonkey, Usertesting, VisionCritical

**ANALYTICS & TESTING:** Alexa, Crittercism, Flurry, Google Analytics, KissMetrics, Monetate, Optimizly, Oracle (Responsys), Qualtrics, Vertica

**DEVELOPMENT TECHNOLOGIES:** Active X, AJAX, ASP, CSS, CGI Scripting, DHTML, FBML, Flash Action Script, HTML, Java Applets, Java, JavaScript, JSP, Jquery, LAMP Stack, Mootools, MySQL, PHP, Perl, Python, Ruby on Rails, RSS, XML

EDUCATION

Bachelor of Arts in Communications | University of Maryland at College Park, College Park, MD