



Greater New York Area | 347.620.2333 | michelegeronimo@gmail.com | [LinkedIn](#) | michelegeronimo.com

SUMMARY

A highly skilled Product Management and Digital Media Marketing professional with over 15 years of experience. Particular expertise at leading innovation and performance at demanding Startup companies. Comprehensive strategic planning and Agile Development implementation skills with ability to see both business and technology sides of a problem.

- Product Management
- Digital Media Marketing
- Project Management
- Cross-Functional Team Leadership
- Advertising Operations
- Agile Development
- Data Analysis
- Executive & Client Presentations
- Lead Generation

PROFESSIONAL EXPERIENCE

Product Management Consultant, Alt Terrain 2017 – Present
Guerrilla Marketing Campaigns (Boston, MA)

- Developed a **KPI metrics**-based reporting framework to evaluate success of campaigns and present to clients.
- Recommended **partnerships** and vendor consolidations to increase profitability.
- Identified opportunities to scale operations by improving processes for **distributed teams** across the US.

Senior Manager Product Management, Kelley Blue Book - Cox Automotive Media Group 2013 – 2016
Automotive Media Company (Irvine, CA)

- Started a new **Site Content** team responsible for growing audience, engagement and site repeat visitation across desktop and mobile (tablet/smartphone). Planned the strategy, defined the roadmap and delivered responsive adaptive new products and user experiences using the **Scrum Agile Development** approach with a cross-functional team. Home Page redesign generated incremental revenue and 300%+ increase in category traffic.
- Developed a new **Audience Data Product** for customer retargeting of valuable vehicle shopper segments in Adobe Audience Manager (AAM) data management platform (DMP). As data product expert during Sales Meetings, helped close multi-million dollar deals with Advertisers and increase revenue by 100% within 12 months.
- Led a **cross-functional team** and external vendor through a major migration of 15 Editorial publishing and SEO linking tools into the Adobe Experience Manager (AEM) content management system. This improved time to market and reduced Home Page Bounce Rate by 20% for paid Search Engine Marketing (SEM) traffic.
- Vetted, managed and grew **vendor partnerships** related to Video, Content Management (AEM), User Generated Content/Consumer Reviews, and Social Sharing.

Product Marketing Consultant 2011 – 2013
Digital Media Marketing (Newport Beach, CA)

- Provided strategic and tactical marketing recommendations to companies at different stages, new to established.
- Developed **marketing plans and messaging** based upon clients' business models and goals, competitive analysis, customer analysis and industry best practices.
- Created customer acquisition plans incorporating online traffic generation methods and partner opportunities.

Director of Product Management, MediaWhiz, Inc 2009 – 2011
Online Lead Generation Agency (New York, NY)

- Hired to jump start revenue growth in a new division of the company. **Created lead generation websites** (Travel, Health, Insurance, Finance), from idea conception to site design/development and traffic generation.
- Created front and back-end site product requirements and worked directly with UX design and Technology teams to ensure on-time rollout.
- Total P&L accountability, including **quarterly revenue goals and forecasting**. Worked directly with Senior Management and presented business cases to the Board.
- Acquired customer leads through hands on work with the Affiliate Publisher Network, Email Marketing, SEO, SEM, Social Media, and Display Ad teams. Participated in pitches with Sales team to sign on Advertiser buyers.

Director of Acquisition Marketing & Business Development, Motionbox, Inc 2007 – 2009
Online Video Sharing – Acquired by Hewlett-Packard (New York, NY)

- Built **customer acquisition targets** by segment and developed marketing programs to deliver on time and in line with ROI focused goals. Continuously analyzed data and tested for success (ads, landing pages, keywords).
- Responsible for **multi-channel marketing** efforts to expand customer base, including Search Engine Optimization (SEO), Paid Search Engine Marketing (SEM), Email Marketing, etc.
- Drove technology and creative implementations for all new **Business Partners** and ensured consistent user experience. Defined specifications for contracted requirements, managed project plans, resources, deliverables and timeline.

Director of Product Development, Next Jump, Inc 2006 – 2007
Ecommerce & Online Membership Loyalty Programs (New York, NY)

- Worked with CEO and **VP of Sales on client strategy**, technology development and positioning to close large and medium deals with Tier 1 clients. Created customized category and company specific presentations that demonstrated benefits of proprietary targeting and product technology.
- Within 3 months, developed **product plan and technology specifications** for 6 new online tools that were directly linked to revenue goals. Launched the Beta ‘Merchant Portal’ with subset of the Company’s clients. Launched the ‘Account Manager Portal’, which provided the team with new ways to identify revenue opportunities and analyze inventory and demand trends over time and by merchant category.
- Created a **new consultative service** offering and launched with Merrill Lynch as first client (\$2.5MM+ deal). Established goals, framework and process for the working strategy sessions with Premium Clients to analyze business/industry and create a customized online marketing plan.

Director of Advertising Operations, WhenU.com 2004 – 2006
Contextual/Behavioral Advertising (New York, NY)

- Product owner, reporting directly to the CEO, responsible for entire company’s revenue growth (\$24MM annually) and full product line of this leading software-based behavioral advertising firm.
- **Managed a team of 12** revenue yield managers, analysts, and campaign managers on daily optimization, analysis and testing.
- **Increased revenue** yield per user by 17% within first 3 months on the job. Maximized revenue across 18 market spaces by improving CTR, eCPM, campaign delivery %, and user retention.
- **Improved user experience** through algorithm and frequency adjustments, behavioral targeting technology, expanded category tree, increased contextuality, and advanced ad formats.

Co-Founder, Secure Sponsorship, Inc 2000 – 2004
Venture Capital Funded Startup: Online Event Sponsorship (Boston, MA)

- Secured **Venture Capital seed funding** from Cambridge Incubator.
- Partnered with **Harvard Business School (HBS) and McKinsey & Co.** to perform target market research and competitive analysis.
- Recruited team of front and back-end developers and acted as Product Manager through all phases of **product development cycle**: business objectives, tech specifications, budget estimates, core functionality, use case scenarios, resource allocation, launch, and success metrics.

EDUCATION & TRAINING

Product Management	Silicon Valley Product Group (Marty Cagan) , How to Create Products Customers Love Scrum Alliance , Certified Scrum Product Owner Dale Carnegie , Leadership Training for Managers
User Centered Design	Luma Institute , Human Centered Design Thinking
Lean Innovation	Moves the Needle , Lean Innovation Bootcamp
Data Analysis	Google , Google Analytics Certification
Web Development	Codecademy , Codecademy Ready Certification (HTML, CSS, Javascript)
Digital Marketing	Google , Google AdWords Search Certification New York University , Digital Media Marketing Program
Education	Wellesley College , B.A. in Economics and Spanish