

SAMANTHA ZERMAN

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AREAS OF EXPERTISE

- Product management
- UI/UX
- Content strategy
- SEO/SEM
- A/B & usability testing
- HTML/CSS

PROFESSIONAL EXPERIENCE

Director of Product, Omada Digital, New York NY July 2016-June 2017

- Owned product development lifecycle of content marketplace and management system for 500+ remote writers
- Worked closely with the engineering, design, and executive teams to build high-converting ecommerce websites using Shopify and WooCommerce
- Planned and managed product roadmaps to ensure proper execution of product vision
- Delivered detailed reports to stakeholders to understand cost and time of each product

Senior Product Manager, RPLogic LLC, New York NY July 2014-July 2016

- Shaped the vision, development, and iteration of all digital assets including Rebates.com, a pharmaceutical coupon website that generated \$2.5MM in its first year
- Communicated ideas from CEO and stakeholders into Product Requirement Documents and Functional Specs
- Guided a team of 10 engineers, writers, and designers to ensure timely delivery of assets
- Executed and analyzed A/B tests to optimize site conversions and other KPIs
- Supervised all QA efforts and triaged the prioritization of bugs using JIRA

Product Manager, The Answers Network, New York NY July 2012-July 2014

- Launched and monetized a network of 100+ mobile gaming websites that grew to include 15MM monthly organic visits and 400MM monthly ad impressions
- Developed SEO strategy that consistently secured top ranking positions - including internal linking structure, navigation, meta-data, content, and inbound links
- Analyzed data in Google Analytics, Webmaster Tools, and DoubleClick to monitor performance, track revenue, and discover underperforming areas
- Conceptualized, delivered, and monetized several mobile gaming applications

Account Executive, The KVL Group, New York NY July 2011-July 2012

- Implemented public relations programs for 10 clients in the hospitality and lifestyle industries
- Grew clients' digital presence with social, email, content, and SEO/SEM campaigns
- Pitched the press and secured several successful media placements in top-tier publications
- Built all press kit materials including press releases, press lists, and new business proposals

EDUCATION

University of Wisconsin-Madison
Bachelor of Arts, May 2011
Major: Communication Arts

International Study, Selected Participant
City University, London, UK
January-April 2010

SKILLS

JIRA, Confluence, Google Analytics, Webmaster Tools, Adwords, AdSense, DFP, Ad Exchange, SEO, SEM, WordPress, Shopify, WooCommerce, HTML, CSS, MySQL, Balsamiq, HubSpot, Optimizely, Google Experiments, Photoshop, Illustrator, SEOMOZ, SEMrush, HootSuite