

Jojo Giltsoff

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Career History

Senior Product Manager

Oct 2020–Present

Product Manager

Oct 2019–Sept 2020

Postlight · New York, NY

- Led large cross-functional distributed teams on end-to-end projects through discovery, research, design, validation testing, development, and QA
- Collaborating with design accessibility researchers, overhauled mobile experiences for blind and low-vision users driving innovative solutions, resulting in building an API, 2 SDKs, and an iOS application.
- Modernized multiple legacy manual solutions into a single enterprise publishing platform, enabling users to efficiently communicate with 8M end-users daily, leading to increased publishing to selected endpoints as much as 2500%
- Rebuilt an API that publishes to 1000s of screens; improving performance by over 2000% reducing infrastructure costs by over half, and increasing user satisfaction significantly
- Created product strategies and prioritized roadmaps in close collaboration with product teams, stakeholders, and executives
- Conducted frequent strategy sessions and presentations with stakeholders to gather feedback, mitigate risks, and maintain a high level of productivity from the team while focusing on building trust and confidence in ongoing deliverables
- Enabled people to do impactful work by removing blockers and aligning teams around shared goals and KPIs

Product & Community Manager

Nov 2017–Sept 2019

Oak Studios · Brooklyn, NY

- Guided product priorities, plans, and strategy for a cross-platform B2C visual bookmarking tool
- Drove client engagements, including building a creative photography iOS application, managing a global directory of creative companies and jobs, and negotiating six-figure enterprise solution to a Fortune 100 client
- Led data-driven onboarding and marketing redesign to increase customer awareness, driving 20% more signups
- Managed front-line support to evaluate high potential user requests against engineering costs and roadmap

Project Manager

Jul 2016–Sept 2017

Total Theatre Awards · Edinburgh, UK

- Led a team of 45 and managed the execution of the awards process from scoping to completion
- Established processes from scratch, including creating databases and building workflows
- Created a feedback loop and participated in evaluations to recommend advancements for continuous improvement of project execution practices
- Acted as the central point of contact for internal and external communication

Assistant Producer

Mar 2014–Jul 2016

Tobacco Factory Theatres · Bristol, UK

Theatre Operations Team

May 2013–Feb 2014

Battersea Arts Centre · London, UK

Education

Bachelor of Arts in Performance Design & Practice: First Class Honours

Oct 2010–May 2013

Central St Martins · London, UK

Skills

Technical GitHub / Trello / Jira / Clubhouse / Airtable / Google Analytics & Baremetrics / WordPress & boutique CMS / SEO / SQL / HTML & CSS / Waterfall and Agile methodology / Intercom & Help Scout / Slack

Creative Adobe Creative Cloud / Figma / Invision / Wireframing / Video editing & voiceover recording / Social media & Buffer / MS Office Suite & Keynote / MailChimp & Campaign Monitor

Hobbies Away from the screen, I love embroidery, trying to make my plants thrive, and reading.