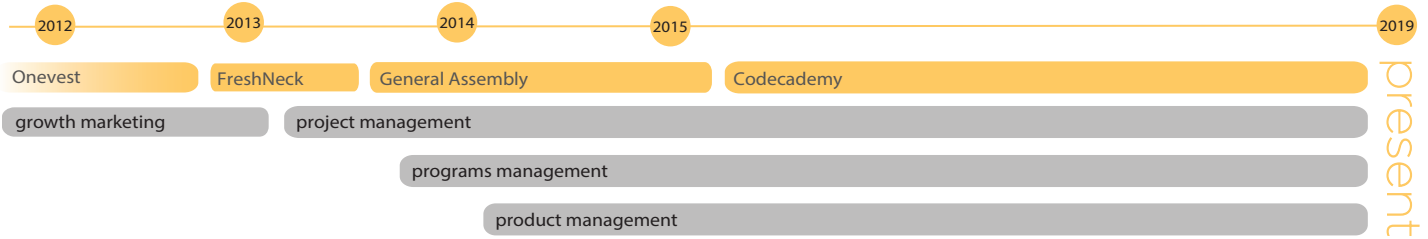




# DANIELLA ALANNA KISZA

PRODUCT DEV + PEOPLE MGMT + OPERATIONS

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present

## EXPERIENCE

### Codecademy // New York, NY

PRODUCT MANAGER, LEARNER SUPPORT (June 2015 - Present)

Currently co-leading exploration for a premium product tier to unlock new revenue streams, driving a lean product discovery process.

- One of a team of 15 to bring our flagship SaSS product (**Pro**) to market, scaled to 20k paid users in 6 months; focussed on conversion and engagement.
- Developed all user-facing communication features in our web app, allowing customers to directly interact with our technical support staff; included building an operation of 100+ remote workers to handle customer needs 24/7.
- Associate PM for our first mobile app (**Go**); led all user testing (iOS and Android) during the Alpha and Beta launches, defining the MVP for a PR-backed world-wide release; co-led the team during **Versions 1-1.1**.

### General Assembly // New York, NY

TECHNICAL PROGRAM MANAGER (August 2013 - June 2015)

Responsible for the success of the top three grossing EdTech programs in GA's largest market (NYC)\*. Maintained a high-quality learning experience during a 2x growth period by championing learner and instructor needs to inform product changes. Developed and reported on product health metrics, leading weekly syncs with highly cross-functional teams and PMs in 13 global markets.

\*Front-End Web Development, User Experience Design, Visual Design

### FreshNeck // New York, NY

TECHNICAL PROJECT MANAGER (November 2012 - October 2013)

Managed our remote web dev team to implement weekly updates to site assets and promotional landing pages. Led usability testing during the site redesign through to launch.

### Onevest // New York, NY

PRODUCT MARKETING MANAGER (May - November 2012)

Owned B2B growth and engagement. Worked with cofounders in an emerging, competitive landscape to differentiate the company value prop—won clients and boosted brand equity by delivering personalized, high-touch support.

## EDUCATION

### General Assembly // 2013-15

PRODUCT MANAGEMENT

USER EXPERIENCE DESIGN

FRONT + BACK-END WEB DEVELOPMENT

### PACE University // Grad. 2013

HONORS, BBA IN MARKETING

*Graduated Summa Cum Laude (top 10% of class)*

## PRODUCT DEVELOPMENT

- Market + Competitive Analysis
- Project + Product Management
- User Research + Validation
- A/B Testing + Product Marketing
- User Experience Design
- Go-to-market Strategy
- Data Analysis
- Prototyping

## OPERATIONS

- Financial Planning + Analysis
- Talent Acquisition + Retention
- Workforce Management
- Policy Creation + Enforcement
- Organizational Restructuring
- Reduction-in-Force
- Customer Management

## TOOLS

- Git
- JIRA
- Google Analytics, Looker
- Photoshop, Illustrator
- Zendesk, Intercom, Discourse
- Customer.io
- Unbounce

## LANGUAGES

- SQL
- HTML, CSS
- jQuery