



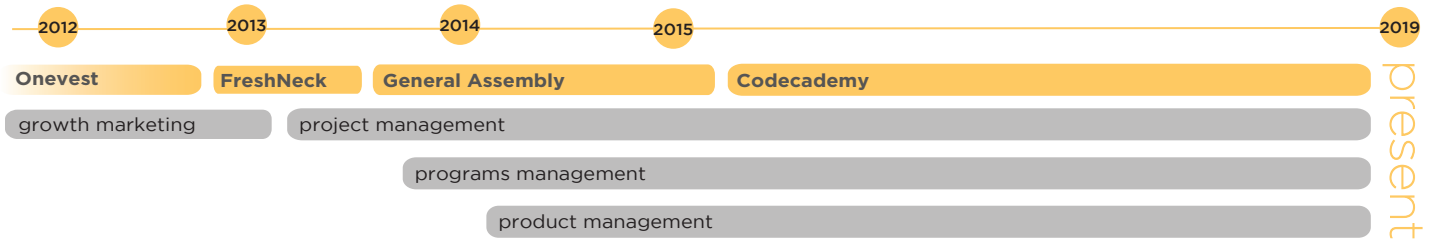
DANIELLA ALANNA KISZA

PRODUCT DEV + PEOPLE MGMT + OPERATIONS

✉ DANIELLA.KISZA@GMAIL.COM 🌐 DANIELLAKISZA.ME

ABOUT ME

5+ years building revenue-generating products for high-growth startups, with a focus on creating opportunity for millions of people around the world by leveraging technology to make education accessible and enjoyable.



EXPERIENCE

Codecademy // New York, NY

PRODUCT MANAGER, LEARNER SUPPORT (June 2015 - Present)

Developed all existing user support functions from concept through launch. Works cross-functionally, with C-level execs, to build features and manage the teams that help drive key product and business KPIs throughout the user journey, including acquisition, engagement and retention.

Currently co-leading exploration for a premium product tier to unlock new revenue streams, driving a lean product validation process around C-level stakeholder alignment, user research, and roadmapping the MVP.

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

COMMUNITY 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 // Grad. 2014

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
Go-to-market Strategy
Systems Design
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