

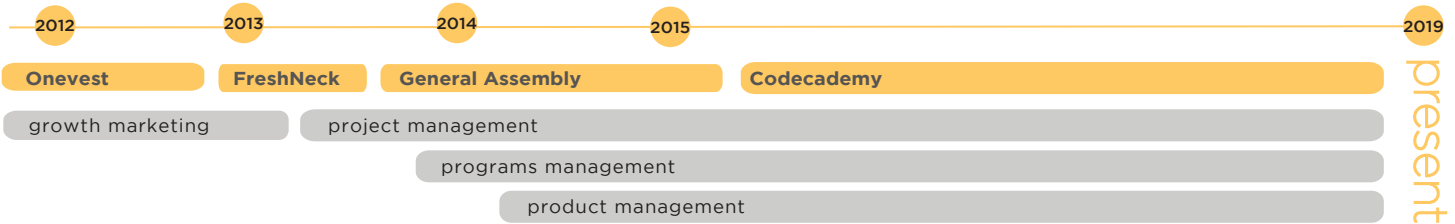


DANIELLA ALANNA KISZA

PRODUCT + PEOPLE + OPERATIONS

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EXPERIENCE

Codecademy // New York, NY PRODUCT MANAGER, LEARNER SUPPORT (June 2015 - Present)

Currently co-leading our 2019 strategy to unlock new revenue streams for a premium-priced tier, using an agile product discovery process to research user needs and test problem/solution fit.

- Owned the technical support roadmap for the launch of our flagship SaaS product (Pro) as it scaled 0-20k paid users < 6 months; analyzed conversational and user behavior data throughout the product lifecycle to inform the development of new cost-efficient features which drove acquisition, engagement and customer satisfaction.
- Led various data initiatives that served as groundwork for automating workflows at scale, tracking usage behavior, and surfacing KPIs for company-wide reporting and analytics.
- Hired and managed 3 project managers to operate a 200-person support staff; defined SLAs, tracked success metrics, and built a user rating system to ensure high-quality customer interactions across several content verticals.
- Led a 4-month project to overhaul 24/7 on-demand support, flipping a cost-center into a revenue-generator and saving \$1M annually; managed cross-functional teams to remove all related platform features from the paid product.
- Shipped the mobile app MVP (on iOS & Android), led user testing during the alpha and beta releases; designed and implemented 3 core user experiences (free, trial, paid) to drive funnel conversion.

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. Maintained a high-quality user and instructor experience during a 2x growth period by championing needs to inform product changes. Hired, trained, and managed 10+ engineers and designers per quarter.

Owned and reported on product health (revenue, margins, NPS, user completion rates, instructor retention), leading weekly performance syncs with cross-functional teams and program managers in 13 global markets.

FreshNeck // New York, NY TECHNICAL PROJECT MANAGER (November 2012 - October 2013)

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

Onevest // New York, NY PRODUCT MARKETING MANAGER (May - November 2012)

Owned B2B growth and engagement. Worked with cofounders in an emerging, competitive market to differentiate the product value prop; won clients and boosted brand equity via delivery of personalized, high-touch support.

EDUCATION

General Assembly // 2013-15
PRODUCT MANAGEMENT, USER EXPERIENCE DESIGN, FRONT + BACK-END WEB DEV

PACE University // Grad. 2013
HONORS, BBA IN MARKETING
Graduated Summa Cum Laude (top 10% of class)

PRODUCT DEVELOPMENT

- Data Analysis
- A/B Testing
- Go-to-Market Strategy
- Testing & QA
- Prototyping
- User Research
- Roadmap Ownership
- Competitor Analysis

OPERATIONS

- FP&A
- Talent Acquisition
- Workforce Mgmt
- Policy Creation
- Org Restructuring
- Reduction-in-force
- Customer Mgmt

TOOLS & TECHNOLOGY

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

LANGUAGES

- SQL
- HTML, CSS
- jQuery

HOBBIES

- Youth Mentor
- Coed Soccer
- Coding
- Snowboarding
- Hiking
- Traveling

present