DANIELLA ALANNA KISZA

PRODUCT + PEOPLE + OPERATIONS

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

Timeline: 2012 · 2013 · 2014 · 2015 · 2020 · 2022 · present

Onevest · FreshNeck · General Assembly · Codecademy · Podium Education
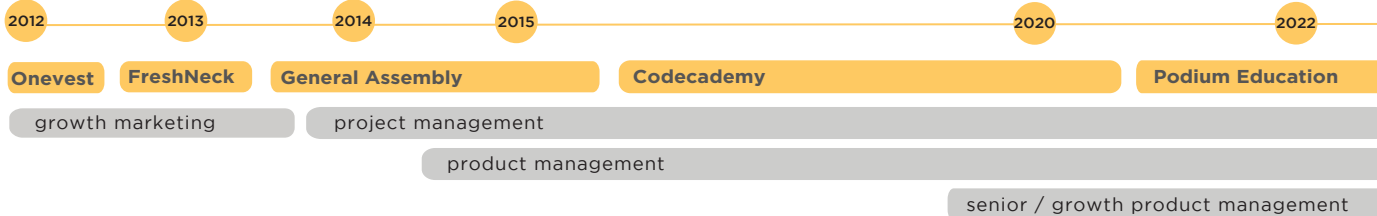
- growth marketing
- project management
- product management
- senior / growth product management

EXPERIENCE

Podium Education // Austin, TX (Remote)
SENIOR PRODUCT MANAGER (October 2020 - Present)

Reports directly to the CPO/Co-founder, owning the B2B2C e-learning product line to scale it 7x in 1 year with a customer-rated level of excellence (NPS= 65), achieving top-tier technical skill-based training during a high-growth stage.

- Tripled revenue via 2 new product launches, working across engineering, data, marketing, curriculum, and partnerships teams to launch, scale, and optimize key parts of the funnel and customer journey.

- Increased NPS 10 points across all 3 products via a company-wide data integrity initiative, resulting in custom, real-time analytics solutions for C-level execs and frontline leaders, enabling key stakeholders to make quick, data-driven decisions.

- Managed the go-to-market expansion strategy to research and plan the launch of our 4th product, achieving board approval.

- Reduced 35% of customer service costs in 1 quarter while improving CSAT ratings +18% by overhauling our support system.

- Saved the business $0.5 million/year by forging and managing relationships with vendors (Shopify, Replit) on behalf of our Digital Marketing and Web Dev customers, removing cost-friction in a multi-user learning experience.

Codecademy // New York, NY
PRODUCT MANAGER (June 2015 - October 2020)

Served on the 0-1 teams that developed Codecademy's core SaaS products, including B2C, B2B + Enterprise, and mobile.

- Designed the 0-1 onboarding experience for a Premium-priced tier; implemented and tracked task success rates to assure >90% of cohorts extracted the necessary value to commit beyond the cancellation/refund period.

- Owned the 0-1 learner support roadmap for the flagship SaaS product as it scaled 0-20k paid users < 6 months; analyzed conversational and user behavior data to develop new cost-efficient features throughout the AARRR funnel.

- Managed data initiatives to scale workflow automation; defined health metrics and owned company-wide reporting.

- 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 6-month roadmap to overhaul 24/7 on-demand support, flipping a cost-center into a revenue-generator, saving $1M annually; managed cross-functional teams to sunset features across the free and paid product tiers.

- Shipped the mobile app MVP (on iOS & Android), led user testing during the alpha and beta releases; co-developed and implemented 3 core user experiences (free, trial, paid) to drive funnel conversion.

General Assembly // New York, NY
TECHNICAL PROGRAM MANAGER (August 2013 - May 2015)

Responsible for the top 3 grossing products in GA's largest market. Managed a high-quality customer and instructor experience (NPS > 40) during a 2x growth period by championing user needs to inform product improvements.

- Hired, trained, and managed 10+ part-time instructional 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 dev team and coordinated with brand managers during the site redesign and launch.

EDUCATION

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

PACE University // 2013 *(top 10% of class)*
HONORS, BBA IN MARKETING

PRODUCT DEV

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

OPERATIONS

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

TOOLS & TECH

- Salesforce
- Amazon Redshift
- Google Analytics
- Looker, Tableau, Mixpanel
- JIRA, Asana, Trello, Notion
- Zendesk, Intercom, Front
- Photoshop, Illustrator
- Customer.io
- Unbounce
- Miro

LANGUAGES

- HTML, CSS
- SQL, My SQL
- jQuery

HOBBIES

- Coding
- Mentoring
- Co-ed soccer
- Personal startup
- Snowboarding
- Traveling
- Hiking