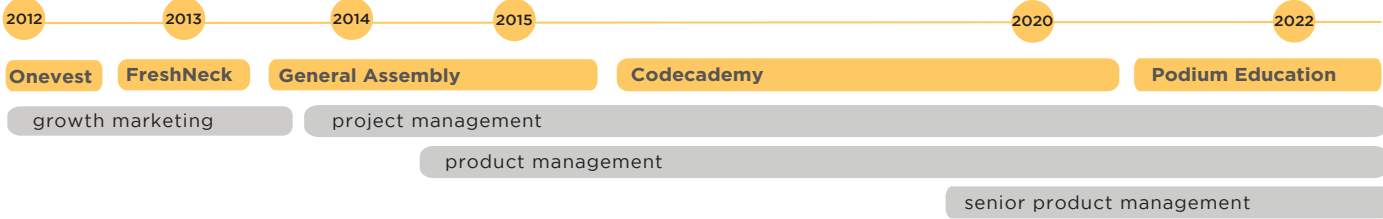




# DANIELLA ALANNA KISZA

## PRODUCT + PEOPLE + TECHNOLOGY

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present

### EXPERIENCE

#### Podium Education // New York, NY (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 one quarter while improving CSAT +18% by redesigning 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 Development 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 ensure >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 solve learning journey pain points, adding value throughout the AARRR funnel.
- Led data initiatives and API integrations to scale workflows; owned product health metrics and company-wide reporting.
- Hired and managed 3 product operations 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.
- Created 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) and 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, managed 10+ part-time instructional engineers and designers per quarter, while owning the student experience.
- 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 and coordinated with brand managers during the site redesign through launch.

### EDUCATION

#### General Assembly // 2013-15

PRODUCT MANAGEMENT, USER EXPERIENCE DESIGN, FRONT + BACK-END WEB DEV

#### PACE University // 2013 (3.85, top 10% of class)

HONORS, BBA IN MARKETING

### PRODUCT

- Zero-to-one
- PDLC (end-to-end)
- User Research
- Interview & Survey Design
- Roadmap Ownership
- Go-to-Market Strategy
- Market & Competitor Analysis
- Data Analysis & Reporting
- A/B & Multivariate Testing
- Usability Testing
- QA & Testing

### OPERATIONS

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

### TOOLS & TECH

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

### LANGUAGES

- HTML, CSS, jQuery
- SQL, My SQL

### HOBBIES

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