

# Zack Davis

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**Multi-hyphenate Product Manager with 6+ years** of experience (21+ years total) building FinTech SaaS solutions and partnering with entrepreneurs to launch products. Strong suits include developing product strategy, roadmaps, and launches for digital products and services; all things user experience ranging from user interviews to journey mapping; and being the swiss army knife of the team in ambiguous environments.

## SELECTED EXPERIENCE

Happy Money - Remote

2021 - Present

### Senior Product Manager

- Increased monthly revenue by \$136K in 4 months by **standing up the top of the funnel A/B experimentation** program for affiliate and direct mail programs optimizing landing pages to see over 100% growth.
- Led Advertising Domain to align stakeholders on **product strategy and roadmap**, primary owner for product growth at top of the funnel, resulting in an increase of 76% in application starts during my tenure.
- **Led migrations of the company funnel** to a new domain for a brand refresh with an expected loss of 30% of traffic. The transition concluded with a 3% increase in traffic and no loss to originations with a \$7M a day funnel.
- **Strategized and executed** a blocked brand refresh due to legacy technical debt. This resulted in Marketing AOP staying on track and meeting Q1 OKRs and reducing the risk of moving the funnel to a new domain
- **Drove an \$8M increase in monthly originations by Identifying and implementing improvements to** outbound communication processes with internal server software.
- Onboarded multiple partners to increase company revenue between \$50 - 150k monthly.
- **Strategized and implemented LEAN methodologies** on a **search engine optimization**-driven content hub to support paid social and organic channels and reduce CAC over time with minimal resources.

AssetBuilder - Plano, TX

2007 - 2021

### Product Manager:

- **Implemented Lean MVP methodologies** and processes and optimized development and launch to market of a new retirement product in only six months and 26% under budget.
- Drove up monthly forecasts by 400% on a \$3K budget. Conducted market research on different analytics applications and **worked with the sales and marketing teams to define KPIs**.
- Launched an internal application for integrating the website analytics with the marketing software for the KPIs; trained the team in the new system to ensure alignment with all sales and marketing efforts.
- Spearheaded an initiative to improve customer experience to meet increasing client needs and requests. **Synthesized user data** to identify issues and led the building of new automated communication systems. Distributed customer surveys to measure improved usability and increased client satisfaction rates by 360% within one year.
- **Built and executed product launch LEAN strategy** to gather 800+ active users and 500M in AUM (2.5M in revenue) lead opportunities using existing marketing channels; **partnered with Development, Innovation, and UX teams**.

- **Developed end-of-life product roadmap** and coordinated sunseting efforts with the external team and customer communications.

Octopoda Interactive - Corinth, TX

2010 - 2022

### Principal

- Successfully developed and delivered 128 websites and applications within budget for clients in diverse industries.
- Led team in designing, branding, and implementing communication and marketing products, and service design for a non-profit school and increased enrollment by 63%.
- Built a complex application for a pharmaceutical client that enabled operations on a national level. Developed digital, and brand strategies, and a five-year business plan. Implemented the application architecture, systems design, and UX. Optimized marketing efforts by rebranding the company and nine product lines.
- **Collaborated with early-stage startups to prototype MVPs** to raise over 250M in initial seed or Series-A funding by designing and engineering MVP applications and product and marketing strategy.
- Partnered with several clients to **conduct market, and competitive research, conduct user interviews, and UX validation** to help build products to solve niche needs.

### SOFTWARE AND TECHNICAL EXPERIENCE

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CSS, HTML, JavaScript, NodeJS, React, Vue, GraphQL, MYSQL, MongoDB, Amazon Web Services (AWS), Microsoft Office, Adobe Creative Cloud, Slack, Sketch, Figma, Tableau, Visual Studio Code, QuickBooks, Google Adwords, Google Analytics, Google Tag Manager, Google Docs, Optimizely, Full Story, Asana, Jira, Salesforce, Salesforce Marketing Cloud, LaunchDarkly, Mixpanel, Project Management, Agile

### CORE COMPETENCIES

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Digital Product Management, UX/UI Design, Corporate Brand Management, Client and Vendor Relations, Competitive Market and User Research, Data Gathering and Analysis, Product and Service Design Full Stack Software Development, Digital Strategy and Execution, Customer Experience (CX), Marketing and Advertising Techniques, Application Programming Interfaces (APIs), Process and System Improvement, User Personas, User Stories, User Journeys, Feature Prioritization, MVP Development, Usability Testing, Roadmap Ownership, Sunseting, Backlog Grooming, Human-Centered Design, A/B Testing, Information Architecture

### EDUCATION

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#### Bachelor of Fine Arts, Communication Design

2006

University of North Texas, Denton, TX

#### Certification: Product Strategy

2020

Kellogg School of Management | Northwestern University