

Jon Martin
Senior Product Manager
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Experience

Senior PM, Treasure DAO

April 2024- November 2024

- Launched Quest v2 and Verified Actions, increasing user engagement by 30% and reducing data integration time by 40%.
- Developed 2024 roadmap and strategy, improving project completion efficiency by 25%.
- Led the launch of a new blockchain on Arbitrum, expanding the user base by 20% and boosting transaction speeds by 50%.
- Launched refactored web application, gaming NFT marketplace site, testnet, and developer portal, increasing active developers by 35%.

Senior Technical PM, Mythical Games

May 2022-December 2023

- Developed and launched a game services platform, enhancing functionality, engagement, and monetization across multiple titles.
- Led a cross-functional team to deliver game service features on time and under budget, increasing player retention by 20% and revenue by 15%.
- Integrated blockchain technology and NFTs, creating new revenue streams through digital asset transactions.
- Conducted market research and competitor analysis to ensure cutting-edge game services.

Founding Product Manager, Genies

February 2021-May 2022

- Launched mobile app with GIPHY, scaling to 3K early users; built e-commerce storefront, generating \$100K in weekly sales.
- Led the Genies Creator Ecosystem from concept to launch, securing \$150M in funding with partners like Gucci and GIPHY.
- Implemented Agile methodologies, improving development efficiency and fostering continuous improvement.
- Established GTM strategy, scaling product to 1K alpha community.

Digital Product Manager, AAA

March 2018 – August 2020

- Developed and launched a mobile app strategy, providing weekly updates to C-Suite and VP stakeholders.
- Launched a tech-forward API-driven app with features like real-time vehicle tracking, reaching 6M members and saving \$2M in call center costs.
- Conducted design research through competitive analysis, focus groups, and multivariate tests to optimize user experience.

Product Manager, Big Fish Games

March 2017 – October 2017

- Created and executed a roadmap, go-to-market, and launch strategy for a casino mobile game.
- Developed analytics from scratch, integrating ETLs and creating custom Tableau reports.
- Implemented multivariate tests, improving engagement by 20% and session length by 50%.

Product Manager, Bandai Namco Ent.

August 2016 – March 2017

- Managed mobile game operations for the PAC Man franchise, overseeing a global launch with 10M+ weekly installs and 1M+ MAU.
- Conducted marketing acquisition analysis, pivoting towards a paid strategy and improving retention rate by 20%.
- Developed reports for monitoring performance and managed design frameworks.

Director of Product, Flow State Media

November 2015 – August 2016

- Charted a roadmap and strategic plan for a suite of mobile games.
- Optimized content and monetization, leading to consistent revenue growth for 8 months.
- Executed growth plans, scaling products to benchmarks.

Product Manager, SUPERLABS (acquired by Zynga)

March 2015 – September 2015

- Conducted research on a pre-production VR game, guiding design through competitive research for VR, open world, and MMO gaming.
- Facilitated brainstorming sessions with industry veterans, resulting in comprehensive insights.
- Authored technical and product documents for engineering and art/design teams.

Product Manager, Jam City

August 2013 – March 2015

- Launched and scaled product to 1M+ DAU through effective marketing and retention strategies.
- Developed a \$50M product by refining content, design, and monetization.
- Drove 20% MoM revenue growth through currency optimizations and content production.

Content Manager, Zynga

June 2009 – April 2013

- Managed evergreen feature integration for the Farmville franchise.
- Integrated digital assets for Frontierville and Treasure Isle.
- Executed market research to guide Petville's creative vision.
- Developed raiding feature for Zynga's first mobile app (Mafia Wars iPhone).

Skills

Leadership, Strategy, Growth, Agile, iOS and Android App Development

Interests

Trail Running, Rock Climbing, Urban Farming, Home Brewing