

GINA BLAKE

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Passionate, driven, curious product manager with experience owning the full product lifecycle, including roadmap and backlog prioritization, user experience, growth strategy, stakeholder communications, data analysis, and agile software development; experience in B2B and admin tools, B2C pricing engines, search experience, customer profile, identity verification, and third-party API integrations.

PROFESSIONAL EXPERIENCE

Product Manager, *Verified Athletics*, Remote

2020 – 2021

Perform audit of existing site to create a roadmap for optimizing performance, including: reviewing site analytics, defining use cases and user groups, cleaning and consolidating features, and editing content.

Product Manager, *New SaaS Product*, Remote

2020 – 2021

Collaborate with founder to define UX/UI requirements, conduct competitive and user research, identify go-to-market opportunities, and prioritize roadmap for a new client communications SaaS product.

Product Manager, *Trov, Inc.*, New York, NY

2016 – 2019

Digital insurance start-up building new solutions for insuring contents, properties, and vehicles.

- Initiated and led a cross-functional effort to reimagine a crucial stage in the customer journey, making multiple quantitative and qualitative data-driven pitches to leadership, solving a pain point for users of the product's search functionality and driving a 15% increase in new quotes completed.
- Conceptualized, defined, and built a new admin portal for internal and partner users to manage customers, look up policy information, and flag potential fraud, streamlining call center operations and reducing time-consuming manual work for the customer support team.
- Implemented identity and credit risk checks within purchase flow using third-party APIs, and built a photo verification tool as proof of condition, driving a 20% decrease in loss ratio for our partners.
- Ran A/B tests and behavioral experiments that led to sunsetting a costly and underperforming B2C product, reducing operating costs and informing the development of a new B2B product.

Director of Client Services, *CoolGraySeven*, New York, NY

2010 – 2016

Branding agency providing creative direction, advertising, and marketing for luxury lifestyle brands.

- Defined clients' key success metrics and executed product roadmaps to meet objectives, identified growth marketing opportunities, and oversaw all project stages including scope definition, vendor selection and management, e-commerce site UX and content, and production of print materials.

Project Manager, *Pro Sign Company*, Downingtown, PA

2007 – 2010

Full-service sign company, designing, manufacturing, and installing large-scale brand conversions.

- Executed more than 350 full site conversions for a major petroleum brand, managing all deliverables and teams including design, engineering, manufacturing, internal and external installation crews, and maintaining communications across a complex stakeholder organization.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Communications & Film Production

PENNSYLVANIA STATE UNIVERSITY, 2006

Certified Scrum Product Owner (CSPO)

Scrum Alliance, 2020