
EXPERIENCE

- Head of Product** January 2020–present
Songtradr Los Angeles, CA
I oversee 15 people in Support, Product, Design, and Music Operations to run our music licensing marketplace, and support our sales and partnership teams. I have galvanized these multiple functions towards a cohesive consumer strategy, integrated 3rd party AI feedback solutions for song metadata integrity, and built out new a subscription model based on pricing research.
- Principal Product Strategist** November 2016–December 2019
Kite Launch Consulting Everywhere, CA
Client List: [Circle Media](#), [Bonder](#), [Doja](#), [Mystro](#), [HED Social](#), [UCLA](#), [Fluxx Labs](#), [Earthjustice](#) and others
I help start up teams and founders identify their user/customer base, develop the right features with tested UX, at a minimum scope to validate their business idea and optimize their feature set. Experienced in Android, iOS, OTT (Fire, AppleTV, Roku), Web and API platforms for B2C and B2B companies, across many verticals. Services include:
- User research and testing with actionable takeaways that will redefine and optimize your feature set
 - Data driven consultation and training of product teams to clarify product vision and roadmap and to align executive team
 - Requirements development with designers and developers to build your feature or app; scrum team management
 - Go-to-market strategies to drive feature adoption, acquisition and engagement
- Director, Product Management** February 2017–October 2018
STRV Los Angeles, CA and Prague, CZ
As the first hire on STRV's product team, I launched the new consulting offering and was responsible for defining processes and deliverables while evangelizing the value of the product team throughout the organization.
- Supported sales team and brought \$400k in new business and provided \$200k in product value
 - Trained and mentored 5 product managers and 2 UX designers on best product, user research and user testing practices
- Doja** July 2017–December 2018
VP of Product Los Angeles, CA
Led product roadmap, developed fundraising and pitch strategies with CEO, and scaled tech and marketing operations
- Senior Product Manager** January–November 2016
Fullscreen Media Playa Vista, CA
Owned key discovery, adoption and social KPIs across Fullscreen product: web, mobile web, Android, iOS and Apple TV
Interfaced with marketing and platform partnerships to develop campaigns and adoption on Fullscreen streaming service.
- Launched first OTT living room device on Apple TV 4th Gen platform with the most sophisticated subscription funnels on the service; app was featured in the App Store for 3 weeks on launch and appeared as 2nd best new app in 2016
 - Increased 1st video start activation rate for new subscribers from 50% to 72% on Android from mobile web to native app
 - Enhanced usability of GIF sharing which resulted in a new organic acquisition channel that converted 150% better on Facebook and 67% on Twitter compared to paid marketing campaigns
- Senior Product Manager** September 2014–January 2016
Hallmark Labs Media Santa Monica, CA
Drove new revenue channels and market opportunities across 3 lines of business to increase subscriptions on Feeln by 110%
- Led Hallmark “Life” business that propelled customer retention and cross-vertical acquisition for [Feeln](#), [Hallmark eCards](#) and [Ink & Main Press](#); ex) Increased acquisition rate of Feeln subscribers from eCards by 212%
 - Communicated product vision and timeline, project results, cross-promotion strategies and analysis to C-level executives
 - Oversaw API development to support data warehouses, account creation, entitlements and in-app payment for the launch of 9 Feeln devices and OTT platforms including iOS, Android, FireTV, Kindle, Samsung and Sony TVs
- Product Manager** July 2012–September 2014
Spark Networks Los Angeles, CA
Led product strategy and brand development to launch the media business, [Gospel Media Group](#), extending ChristianMingle
- Increased key metrics such as a 22% lift in Profile Views and 4% more Messages Sent from the Secret Admirer redesign
 - Oversaw online marketing efforts and coordinated editorial and social network campaigns that organically increased unique visitors 200% and grew email list sizes by 175%
 - Performed regular benchmarking of key features in Omniture and conducted competitive analyses to devise A/B/n tests like the Post Registration Site Orientation overlay which resulted in 12% more subscriptions.

KATIE GUERNSEY

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA May 2006–May 2007
M.A. Arts Management **GPA: 3.74**

University of California, Santa Barbara, Santa Barbara, CA September 2000–June 2003
B.S. Computer Science; Minor Art History **GPA: 3.19**
Pontificia Universidad Católica de Chile (Education Abroad Program) January–December 2002

VOLUNTEER WORK

Mentor; college women pursuing STEM careers December 2018–present
WiSTEM L.A. Los Angeles, CA

Instructor; product development and technology design October 2017–June 2018
Hearts of Los Angeles (HOLA) Los Angeles, CA

Boardmember, Treasurer; Technology and Operations October 2010–December 2015
Art With Impact San Francisco, CA

Emerging Leaders Councilmember, Chair; Technology and Communications Committee January 2007–December 2009
Americans for the Arts Washington, DC

RESEARCH, PUBLICATIONS AND CONFERENCES

Setting up for Success: The Kickoff Meeting – Presenter Ongoing
Conference/Media: [Product Camp 2016](#), [SoCal UX Camp](#), [OC UX Meet Up](#), [This is Product Management](#), etc

Nonprofit Technology Assistance Provider (NTAP) Sector Reach Assessment – Contributor December 2012

Americans for the Arts Annual Convention: Career 360- Effectively Using Cheap Technology and Social Networking– Presenter June 2009

Technology in the Arts: Joomla! CMS Hands-On Workshop– Presenter October 2008

Grants Management Software: Survey Results and Analysis & Interview Analysis Report– Researcher February 2008

Technology Motivators and Usage in Nonprofit Arts Organizations– Author/Editor May 2007

Americans for the Arts Annual Convention: Technology Adoption in the Arts– Presenter June 2007

TECH/SKILLS: wireframing & user flows, agile/scrum, product marketing, email & social marketing, brand management
MS Office Suite, Axure, CMS, Optimizely, Rally, Atlassian Suite, Adobe Omniture, Balsamiq, Lucidchart

INTERESTS: [Art With Impact](#) Board Secretary, bike advocate and commuter, ballet dancer, aesthete, fun maker, geek