

# Senior Project & Product Manager

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[www.giannicarducci.com](http://www.giannicarducci.com)

## SUMMARY

Driven Project and Product Manager with expertise in development and operational excellence. Led impactful product strategies and team management at Cream Guide, boosting user engagement and securing swift \$35K funding. Poised to leverage strategic acumen to drive innovation and success in new opportunities.

## SKILLS

- **Product Management & Strategy:** Agile, Scrum, Road mapping & Prioritization, Stakeholder & Cross-Functional Team Leadership, Go-to-Market (GTM) Strategy, Project Management, Product Management, Product Development
- **Data & Analytics:** A/B Testing, User Behavior Analytics, SQL, Google Analytics, Product Metrics & KPI, SEO, Video Content Creation
- **User Research & Design:** UI/UX Principles, Wireframing, Prototyping, Figma, Adobe Creative Suite, Customer Journey Mapping, Generative AI, Email Marketing, Campaign Management
- **Product Tools & Technologies:** Jira, Confluence, Product board, CMS Platforms (WordPress), AI & Agents, Automation Tools, Content Creation, Automation, Consulting, Video Editing

## WORK EXPERIENCE

### ProfitTracker.Net

Jan 2025 - Mar 2025

*SaaS Founder and Product Owner*

*Los Angeles*

- Built, launched, and scaled a full SaaS platform solo in just 2 months, leveraging AI and No-Code platforms for end-to-end development, design, and automation.
- Grew to 180 paying users and 270 total registrations with zero external funding, implementing a freemium-to-subscription model.
- Achieved a surge in organic traffic, driving thousands of unique visitors monthly after executing a highly optimized SEO strategy.
- Streamlined financial tracking by up to 80%, enabling users to easily track earnings, expenses, and profitability, improving financial management efficiency
- Developed the entire platform using AI-assisted coding, No-Code tools, and Firebase, integrating Chart.js for real-time data visualization.
- Executed a full go-to-market strategy from scratch, including SEO, content marketing, and referral programs, leading to high user engagement and retention.
- Integrated Stripe for secure payments, built automated reporting and financial tracking, and optimized for mobile-first UX, enhancing user satisfaction and operational efficiency
- Ensured data privacy and security with Google-certified encryption and compliance best practices, building user trust and meeting industry standards

### Cream Guide

Jan 2019 - Jan 2024

*Product Manager*

*Los Angeles, CA*

- Led end-to-end product lifecycle from ideation to launch, driving digital platform development, resulting in a successful market entry and increased user engagement
- Defined and executed product roadmaps, aligning strategic goals with market needs, which led to improved product-market fit and increased customer satisfaction
- Spearheaded UI/UX design efforts, collaborating with designers to optimize customer experience, resulting in enhanced user interface and increased user retention
- Conducted user research and prototype testing, improving engagement by 30%.
- Managed cross-functional teams in engineering, design, and marketing to ensure seamless execution, which resulted in timely project delivery and improved team collaboration
- Implemented and monitored budget administration processes, optimizing resource allocation to successfully lower operating costs by 15% and align with business objectives.
- Led fundraising and investor relations, securing \$35K in funding within two months.
- Built and scaled a remote publishing team, establishing efficient operational workflows that improved content delivery speed and quality
- Negotiated partnerships with vendors and sponsors to drive growth through three public events.

### Allegra Corp

Jun 2014 - Aug 2019

*Senior Project Manager*

*Los Angeles*

- Oversaw large-scale commercial cleaning and power washing projects across Los Angeles, driving operational efficiency, cost reductions, and client satisfaction. Led cross-functional teams, managed high-value contracts, and optimized workflows to scale business growth.
- Led diverse projects spanning operational improvements and digital transformation, including the design, development, and implementation of company intranet, corporate website, and email marketing campaigns, significantly enhancing internal communication and client engagement.

- Digital Transformation: Designed, developed, and launched the corporate intranet, streamlining internal communications and reducing administrative overhead by 35%.
- Website Development: Managed the redesign and deployment of the company's public-facing website, resulting in a 40% increase in online leads and enhanced brand visibility.
- Email Marketing Campaigns: Implemented targeted email marketing strategies that improved client engagement by 25% and boosted repeat business.
- Operational Efficiency: Optimized scheduling and workflow processes, reducing project completion time by 30% and cutting operational costs by 25%.
- Team Leadership: Trained and supervised a team of over 50 members, improving productivity and lowering staff turnover by 40%.
- Compliance & Safety: Ensured full OSHA compliance, reducing workplace incidents by 50%.

## **Fiver and Upwork**

*Freelance Tech Consultant*

*Los Angeles, CA*

- Consulted on projects for companies like Disney Interactive, Direct TV, Pluto TV, Lyft, and Playstation, utilizing Agile methodologies to enhance project outcomes
- Enhanced product development and user experience for clients like Kaiser and Allegra through strategic consulting, employing Scrum methodologies and UI/UX expertise.
- Led remote tech support and SaaS implementations for businesses, improving operational efficiency through automation tools and Confluence for project management
- Offered social media consulting for brands on YouTube and Instagram, increasing engagement and brand visibility through targeted A/B testing and content strategies
- Developed a comprehensive portfolio at [www.giannicarducci.com](http://www.giannicarducci.com), showcasing successful projects and attracting new clients through detailed case studies and wireframing examples

## **Microsoft**

**Aug 2012 - Jan 2014**

*Project Manager - Field Deployment Lead, Global Marketing Operations (Latin America)*

*Redmond, WA*

- Led deployment of GMO product tools (Execution Planning, Exact Target, Dynamics) across Latin America, achieving streamlined operations and enhancing team productivity by 20%.
- Trained and coached 100+ field marketers, increasing tool adoption by 36% per region.
- Gathered and translated stakeholder requirements into actionable product backlog items, accelerating development and improving project outcomes.
- Facilitated clear communication and timely project delivery by acting as the liaison between international stakeholders, product owners, and development teams, enhancing collaboration and efficiency.
- Led daily stand-ups and retrospective sessions, driving a 22% increase in team efficiency.
- Utilized Customer Journey Mapping and User Behavior Analytics to implement process improvements, which increased deployment accuracy to 94% and enhanced project efficiency

## **Microsoft**

**Aug 2011 - May 2012**

*Associate Product Manager, Windows Phone Latin America*

*Redmond, WA*

- Managed the product deployment and expansion of Windows Phone, reaching 50+ markets and 10M+ users in its first year.
- Developed and executed content strategies, driving an 87% increase in app downloads.
- Created an automated tool that reduced content publishing time by 30% and improved accuracy by 40%.
- Represented Windows Phone at major developer events, leading to a 62% increase in third-party app submissions.
- Owned the bug tracking and QA process, ensuring seamless issue resolution pre-launch, which contributed to a smooth product release

## **EDUCATION**

### **IBM**

*Specialization, Generative AI for Product Managers*

**May 2024 - Jun 2024**

*Los Angeles CA*

### **Scrum.org**

*Professional Scrum Master (PSM-I)*

**Nov 2019 - Nov 2019**

*Los Angeles CA*

### **Scrum Alliance**

*Certified Scrum Master (CSM)*

**Oct 2019 - Oct 2019**

*Los Angeles CA*

### **Florida International University**

*Master, international business*

**Aug 2008 - Aug 2009**

*Miami FL USA*

### **Universidad Tecnologica del Centro**

*Bachelor, computer science*

**Aug 2000 - Aug 2005**

*Valencia, Carabobo. Venezuela*