Hossam Gamea

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PROFESSIONAL EXPERIENCE

Product Manager   **February 2022 – Present**

Postlight   New York, NY

- Increased subscriptions to media platform with 1M+ monthly active users (MAU) by 2x and NPS score from -3 to 23 by utilizing data-driven decision making and feature shipping guided by engagement metrics and user feedback.
- Integrated newly acquired software into an existing backend system for a leading B2M media company (14M MAU) and built a marketing CMS MVP that will expand its services to business clients and drive new revenue streams.
- Led a cross-functional team of 15 to redesign and develop 50+ pages for a Latin American media company (10M+ MAU), with a focus on reducing churn, increasing session time, and improving ad placement to improve user experience.
- Shifted product and business strategy of Latin American media company to prioritize revenue stream towards subscriptions as a primary source of revenue and optimize ad sales strategy for a mobile and web experience.
- Cross-collaborated with 10+ engineering, design, editorial, and sales teams in daily standups, backlog grooming sessions, and sprint retros to prioritize a backlog of 200+ features and reduced risks and dependencies on 8 projects.
- Delivered requirements documentation, progress reports, market research, and project plans to 20+ executives.

Product Manager   **May 2021 – February 2022**

Crux Consulting   Seattle, WA

- Drove a $10,000+ increase in monthly profit for Crux after ideating and delivering an automated scaling self-assessment tool that served an oft requested need in feedback surveys for Crux clientele.
- Built a custom asset and data management tool that improved staff productivity by 30%, billable hours of crux consultants by 30%, and utilization rate of consulting partners by 35%.
- Collaborated with the CEO to create an MVP of a client management system within the company website.

Product Designer (UX/UI Designer)   **October 2019 – May 2021**

G&G Marketing & Branding Agency   New York, NY

- Reduced customer acquisition cost by 60% and improved conversion rate by 75% for an e-commerce business by optimizing the customer journey, improving SEO strategy, and implementing features for each customer touchpoint.
- Executed product strategy and shipped features for a fitness app, increasing engagement by 10x and CTR by 2x.
- Conducted and analyzed user research of 1000+ participants, including usability tests, surveys, focus groups, and A/B testing to ideate product features, ux designs, customer journeys, user stories, and user personas for 10+ products.
- Implemented product roadmap for a startup publication, resulting in 20% growth in month-to-month readership.
- Created and presented over 100 wireframes, mockups, and prototypes to 50+ stakeholders for 9 web and mobile applications, resulting in feedback that was used to iterate designs to meet the needs of users.

Program Manager   **September 2018 – September 2019**

ILC-NY   New York, NY

- Secured $1.5M in annual funding from the NYC government for NYC's first Public School Halal & Kosher Lunch program after collaborating with a cross organizational team of 10 to launch and implement a pilot that was met with mass approval by parents, students, schools, and media.
- Devised and executed marketing strategy that netted ILC-NY a 250% increase in annual funds and grew online presence from 250 to 6,000+ engaged followers by shifting strategy to prioritize donors and younger audiences.

INDEPENDENT PROJECTS

Fatiha App (Releasing in April)   **July 2022 – Present**

- Prototyped and overseeing the remodeling of the UX/UI of an app that converts videos into episodic audio podcasts.
- Building 5+ new product features to convert its 10k+ users to paid subscribers based on usage and Hotjar heatmap data.
- Redesigned the UI and placement of advertisements to reduce competition between ads and subscriptions.

SKILLS & COMPETENCIES

- **Data Analysis Tools:** Google Analytics, Google Optimize, Mixpanel, SQL, Microsoft Excel, & Hotjar
- **Collaboration Tools & Frameworks:** Jira, Confluence, Asana, Coda, Slack, Agile Methodologies, Scrum
- **Design and Wireframing Tools:** Figma, Adobe Creative Suite, Invision, Visio, Balsamiq, Whimsical, Miro, & Mural

EDUCATION

City University of New York (CUNY), Hunter College   *Bachelor of Arts in Psychology*