MARC GERALDEZ

Product Leader

Contact

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Education

Loyola Marymount University / MBA (Marketing)
Loyola Marymount University / Computer Engineering

Key Skills

- Data Driven Strategy
- Product Leadership
- UI/UX Design & Prototyping
- Growth & Engagement Optimization
- Cross Functional Teamwork
- Behavioral Analytics
- Communication Skills
- Process Improvement
- AI-Enabled Growth

Profile

Product Leader with 10+ years of experience delivering high-growth digital solutions across digital media, edtech and entertainment. Proven track record of using data, experimentation and AI-driven features to accelerate user engagement, retention and revenue. Skilled in leading full product lifecycles, aligning cross-functional teams and launching intuitive, scalable experiences on web and mobile. Known for turning ambiguity into actionable plans, driving innovation and delivering measurable outcomes in fast-paced environments.

Professional Experience

Product Manager at JibJab (March 2020–May 2025)

JibJab is a DTC platform that allows users to create and share personalized videos, Ecards & AI-generated images through a subscription model.

- Launched Starring You AI, an intuitive and engaging AI-powered product that generated over 400K user-created packs within the first 6 months, driving increased user engagement and adoption
- Spearheaded the fast-tracked launch of JJ Invites, expanding our fun and personalized experience into online invitations, enhancing user engagement and market reach
- Increased revenue of ReadYourStory by 101% the 1st year and 134% the 2nd year through automating processes that helped us scale sales
- Developed and launched Face Org, enabling users to create profiles with key dates (e.g., birthdays), which increased renewal rates by 16% in the first year and 28% in the second year
- Increased push notification CTR by 30% with personalized vs. non-personalized campaigns

Product Manager at Scholly (August 2018–February 2020)

Scholly is a scholarship search platform that helps students find scholarships through intelligent matching.

- Increased revenue by 37% within 12 months through initiatives such as showcasing value prop of the product, introducing the concept of free trial and strategic price changes
- Improved monthly active users (MAU) KPI by 15% in a year through initiatives that kept our users engaged with our product
- Led development efforts for partnerships, growing scholarship and student loan payment awards from $0 to over $200K

Product Manager at StoryBots (January 2017–July 2018)

StoryBots is an award-winning educational children's brand that creates engaging, curriculum-aligned content across digital, video, and interactive platforms.

- Managed internal and remote development teams to release a platform that increased users by 61%, sessions by 65% and pageviews by 51%
- Managed companion apps for the Netflix original shows, Ask the StoryBots, StoryBots Super Songs and A StoryBots Christmas, while working on React Native versions for both iOS and Android

Product Manager at Evolve Media (December 2013–January 2017)

Evolve Media is a digital media company that owns and operates a portfolio of lifestyle and enthusiast websites, delivering premium content & advertising solutions.

- Managed a rebuild of a proprietary ad operations workflow manager by working with cross-functional stakeholders to improve process, user experience and performance
- Upgraded a proprietary rich-media build & deploy creative platform, to recoup rich media fees and integrate an internal analytics solution for more accurate and reliable metrics