

Charlie Geyer

Product Management Lead

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Brooklyn, NY

EXPERIENCE

Work & Company, New York, NY — *Product Management Lead*

2021 - PRESENT

- Responsible for product strategy, discovery and delivery of digital products for Fortune 100 clients like [Apple](#)
- Works closely with design, engineering and client leadership to deliver world-class digital products

Squarespace, New York, NY — *Sr. Program Manager, Growth*

2019 - 2021

- Led Growth design programs across nine product teams, focusing on conversion and revenue expansion
- Worked closely with cross functional stakeholders and executive leadership

Code and Theory, New York, NY — *Sr. Digital Producer*

2015 - 2019

- Led delivery of design and engineering for [Bloomberg](#), National Geographic, [Condé Nast](#), [Eurosport](#) and Discovery Network..
- Led all digital campaign work for [adidas Originals](#) as Digital Agency of Record, managing multiple design and development projects at a time

EDUCATION

Harvard Business School — *Leadership Principles Cert.*

AUGUST 2020

Online certificate program focused on empowering others to do their best work, the work of leadership and cultivating high-performing teams

New York University — *M.A. Music Business*

SEPTEMBER 2012 - AUGUST 2014

Coursework included Marketing for New Media, Digital Entrepreneurship, Film Production, Music Industry Law, Artist Management, and more.

Boston University — *B.A. Anthropology*

SEPTEMBER 2004 - MAY 2008

Founded a community group called [Keep Allston Decent](#) to help make a college neighborhood a little less grimy.

EXPERTISE

Product discovery & delivery methodologies

Digital product design processes & principles

Agile software development processes & principles

Hypothesis driven product development

User Experience strategy

User Research methodologies

SCRUM principles

SOFTWARE

Jira

Figma

GitHub

Amplitude

Excel

Squarespace

HTML / CSS

Native iOS

Tableau

HOBBIES

Music Production

Songwriting

Ice Hockey