

ryan halsey

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Product Manager

Data-obsessed problem solver with over 11 years of experience driving outcomes for FinTech, SaaS, E-Commerce, and Hospitality brands. Passionate about customer experience and product growth. Interested in how AI can be harnessed to make us better, not just faster.

Skills and Specialties

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|-----------------|--------------------------|---------------------------|
| → A/B TESTING | → AI | → CONVERSION OPTIMIZATION |
| → USER RESEARCH | → ROADMAPING/FORECASTING | → PERSONALIZATION |
| → PROTOTYPING | → PRODUCT ANALYTICS | → WORKFLOW AUTOMATION |

Tools: CURSOR, CLAUDE, NOTION, SNOWFLAKE, FIGMA, OPTIMIZELY, LOGROCKET, DATADOG

Relevant Experience

SPLASH

Product Manager - Growth Jan 2023 - Current

- Increased new-user conversion 20% by implementing passwordless authentication, removing the highest-drop-off step in onboarding
- Lifted returning-user rate-check conversion 8% by reducing steps to start an application and personalizing with prior-session data
- Founded and led a recurring Voice of the Customer forum surfacing funnel-wide complaints and wins; delegating fixes to the right product teams decreased complaint volume and lifted conversion at high-friction steps
- Built and drove product org-wide adoption of an internal AI context tool: a packaged context framework that briefs the agent on each user's company, projects, stakeholders, and goals, bundled with a shared skill library and PRD/experiment templates
- Own multi-quarter roadmaps for the personal loans product across Engineering, Design, Marketing, and Credit stakeholders to hit quarterly growth targets and OKRs

Associate Product Manager - Growth June 2022 - Jan 2023

- Scaled the personal loans business line 304% by simplifying Rates API onboarding and integrating upstream affiliate partners like Credit Karma, NerdWallet, Experian, and more
- Created product requirement documentation for user funnel improvements to align stakeholders across Engineering, Credit, Compliance, and Marketing departments
- Conducted moderated and unmoderated user research to utilize customer perspectives and deeply understand customer needs, pain points, and motivations.
- Managed and refined our product backlog to ensure team was working on highest priority and highest impact work

BESTOW

Senior Manager - Growth May 2021 - April 2022

- Collaborated with Engineering, Product, and Design to develop A/B site experiments informed by user research to optimize conversion rates throughout the entire customer journey
 - Raised a top partner's click-to-lead rate 44% and close rates 40% by customizing messaging and experience, decreasing CPA by 50%
 - Optimized and monetized ineligible traffic, increasing earned revenue on unconvertible traffic by 45%
- Forecasted and planned individual channel contributions and department OKRs for multi-million dollar monthly budget
- Hired and developed marketing team direct reports to expand channel coverage and increase output of the department

Marketing Manager - Growth Feb 2020 - Apr 2021

- Decreased CPA by 18% in first 6 months by implementing a more efficient campaign strategy, always-on bidding, and prioritizing customer experience
- Launched and scaled multiple channels including Social, Video, Affiliate, and Paid Search, then onboarded and managed an external agency to optimize towards both Branding and Growth KPIs
- Assisted in business development efforts, bringing in new partners through introduction, contracting, onboarding, and scaling

iPROSPECT

Lead - Paid Search May 2018 - Jan 2020

- Developed, forecasted, and executed paid media strategies for multiple hospitality brands, optimizing towards a variety of KPIs to reach client and internal goals. Mentored and upleveled junior team members

Associate and Senior Associate - Paid Search Feb 2015 - Apr 2018

- Established strategic testing programs for multiple retail accounts. Optimized towards client goals and industry standards. Managed daily budgeting and reporting of Search and Shopping campaigns for a major global sports retailer
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Education

Texas Christian University – Fort Worth, TX
Bachelor of Business Administration