

# kevin christman

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## education

**The College of New Jersey**  
Ewing, NJ | 2009 - 2013  
BS, Computer Engineering

## skills

### Product

Roadmapping  
Feature Ideation  
Feature Definition  
User Research  
A/B Testing  
Marketing  
Data Analysis  
Commercial Analysis

### Languages

HTML, CSS, JavaScript

## tools

### Project

Jira, Confluence, Trello, Asana

### Data

Google Analytics, Firebase,  
Amplitude, Taplytics

### Mobile

Appsflyer, Apptentive, Branch, Braze

### Design

Figma, InVision, Zeplin, Photoshop

## certifications

Google Analytics Individual  
Qualification (IQ)

## experience

### Senior Product Manager, Sportsbook at FanDuel

New York, NY | March 2021 - Present

- Established and maintain strategy, roadmap and requirements for a search feature driving 200k+ bets and \$50M+ in handle monthly
- Drive the planning and execution of personalization-focused experiments to validate the value of personalized content experiences
- Lead product strategy and KPI definition for all media-related features, including streaming, data visualizations, and stats integrations
- Collaborate with UX&D, Engineering, Marketing and Analytics on research, feature delivery, GTM planning and success measurement
- Contribute to feature ideation and prioritization of the overall Sportsbook product roadmap with a focus on maintaining 50%+ market share
- Directly manage an Associate Product Manager & a Product Intern

### Manager, Owned Platforms at Major League Soccer

New York, NY | April 2019 - March 2021

- Defined features and prioritized product roadmap for network of 30 websites, 3 digital games, and 1 mobile app
- Participated in regular scrum ceremonies and supported Jira management, QA testing and stakeholder communication
- Spearheaded analytics implementation and oversaw GTM configuration
- Led planning of product marketing campaigns for annual digital games: Fantasy, Predict 6 & Bracket Challenge

### Senior Coordinator, Digital Club Services at Major League Soccer

New York, NY | June 2015 - March 2019

- Collaborated directly with MLS clubs to translate business priorities into innovative, revenue-driving web and mobile app experiences
- Ideated, defined and prioritized club-focused features alongside Product and Engineering for inclusion in overall product roadmap
- Planned and orchestrated migration of 20 club websites to new Drupal-based web platform in coordination with MLS club digital staffs

### CRM Marketing Associate at Urban Outfitters

Philadelphia, PA | April 2015 - June 2015

- Executed mobile app dynamic content programming and automated push notifications for numerous customer segments using Braze
- Coordinated with Product and Engineering to implement mobile app personalization features and beacon functionality

### Digital Marketing Coordinator at Mambo Sprouts Marketing

Collingswood, NJ | February 2014 - March 2015

- Led the rebuild of Drupal-based website and reported on performance and digital coupon engagement using Google Analytics
- Managed CRM database and deployed emails for CLIF, Kashi, Silk, etc.