



PRODUCT & GROWTH & OPERATIONS

CHELSEA OSWALD

GET IN CONTACT

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HELLO

Product thinker with five years of experience building in the e-commerce, direct-to-consumer, creator marketing, B2B Saas, and marketplace space. At its core, I believe product managers are responsible for the speed and quality of their decisions.

I can help you with facilitating customer connections, developing strategies and roadmaps, fostering cross-functional alignment among teams, driving execution towards goals, streamlining design, engineering and product development processes for maximum efficiency, and conducting ongoing data analysis and feedback evaluation to ensure success.

WORK EXPERIENCE

Consulting | Self-employed | June 2023

- Currently helping a company develop a new software product from ideation to MVP

Director of Consumer Digital Product | Barstool Sports | Remote | June 2022 – Feb 2023

- Recruited to spearhead the launch of a new NIL Marketplace, successfully disbursed \$137k in payments to more than 400 college athletes within the first three months
- Collaborated closely with designers and engineers to conceptualize and define new features
- As the owner of the 12-month product roadmap, I was accountable for driving engagement, revenue, and growth
- Responsibilities ranged from fostering partnerships, executing high-impact enterprise campaigns, and delivering exceptional customer support, to driving product development

Product Manager | #paid | Remote | September 2020—June 2022

- Managed a squad of seven engineers & supported two first time Product Managers
- Responsible for running bi-weekly sprint & sprint planning meetings, writing all Epics/User Stories/Bugs, Product Requirements Docs, helping with designs in Figma, and creating user flows in MIRO
- Hosted bi-weekly customer story deep dives
- Lead the Creator Profile Refactor, building a new micro-service in React
- Responsible for pushing small code changes in Github
- Owned company-wide north star metrics and associated experiments
- Developed a shared "Building for The Creator Economy" handbook
- Responsible for testing all new updates and documenting quirks, ensuring releases go smoothly and all teams are well equipped with training documentation

Associate Product Manager | #paid | Toronto, ON | January 2020—September 2020

- Implemented a new process for sprint, product feedback, product support, and bug reporting
- Helped scale the supply side of the marketplace
- Managed a roster of virtual assistants to grow the Creator Network on Upwork
- Lead the development of accepting payments in the platform
- Lead the migration from Chargebee to Stripe, DRI on all things Stripe, payments, and subscriptions
- Conducted multiple low or no code experiments to validate assumptions

Product Manager | Shoelace | Toronto, ON | April 2019—January 2020

- Launched two net new products (custom ad journeys and automations)
- Owned the backlog, including daily prioritization, grooming, writing user stories, and keeping the dev team unblocked
- Coordinated between 6 cross-functional teams from product conception through launch and multiple iterations
- Conducted & analyzed user interviews with merchants of all sizes to understand their marketing needs better
- Consistently stayed up-to-date with industry marketing trends to implement effective integrations that will help improve website traffic, engagement and conversions for direct to consumer Shopify & Shopify plus brands

Associate Product Manager | Shoelace | Toronto, ON | May 2018—April 2019

- Assisted the product manager in leading an app redesign
- Lead the collection of feedback from users and the entire team to translate the findings into product development

Customer Success Manager | Shoelace | Toronto, ON | Sept 2017—May 2018

- Developed a rich understanding of the Shopify ecosystem, performance marketing, and conversion optimization
- Owned the strategic planning, end to end execution, and reporting for over 80 clients running Facebook and Instagram customer journeys
- Always went above and beyond to A/B test various copy and creatives, which consistently resulted in improved ROAS and CPAs for my clients

Search Marketing Specialist | Hilborn Digital | Toronto, ON | Dec 2016—Sept 2017

- Developed websites on WordPress and crafted search marketing strategies for new small businesses
- Produced reports to track organic traffic, SEO improvements, and highlight opportunities
- Utilized SEO tools such as SEMRush, Yoast, and Google Adwords to research keyword trends
- Kept up with the latest search engine algorithms and search optimization tactics in order to always produce high quality recommendations to a roster of clients

EDUCATION

SheCodes Basic | Online course HTML, CSS, JavaScript | 2022

Online Creator Economy Course by Li Jin | Founder, Atelier Ventures | 2021

Digital Strategy Courses | George Brown College | 2017 — 2018

User Experience Design | Brainstation | 2017

Front-End Development | Bitmaker, now General Assembly | 2017

Bachelor of Computer Science | Dalhousie University | 2015 — 2016

VOLUNTEER/PROJECTS

Under the GUI | Coding Academy for Kids | 2023

My Brain Hurts | E-commerce store selling t-shirts for Youth Mental Health | 2020

Digital Marketing Consultant | Girls E-Mentorship | 2019 — 2020

Fundraising Volunteer | Camp Oochigeas | 2018 — 2019

Event Volunteer | Fluxible Canada's UX conference | 2018

Facilitator | Stanfords Girls Driving for a Difference workshop | 2017

Mentor (Volunteer) | Ladies Learning Code (Not-for-profit) | 2016 — 2018

TOOLS

Microsoft Azure, JIRA, Shortcut, Figma, Figjam, MIRO, Amplitude, Mixpanel, Google Data Visual Studio, Google Analytics, Looker, Fullstory, Hotjar, Loom, Notion, Airtable, Slack, Facebook Ads Manager, TikTok Ads Manager, Snapchat Ads Manager, Google Ads Manager, and more!