Chris J. Gineros ▪ 917.699.7155 ▪ ginerc@gmail.com

HAZEL VILLAGE, Technical Product Manager / Developer *Brooklyn, NY* **May 2015 - Present**

Provide technical product management and development for rapidly expanding e-commerce.

- Led design, development, testing, and deployment of e-commerce features based on in-person and online feedback, market trends, and historical data using Agile methodologies and data driven decision making.
    - Coordinated stakeholders including CEO, COO, Design, Marketing, and Sales teams.
    - Improved customer interaction and average cart size and increased overall revenue 21%.
- Created A/B tests with Google Optimize and Analytics to improve bounce rate and conversions.
- Developed tools and processes to improve team efficiency, delivering more value to the customers, faster.
- Answered day-to-day product questions from design and marketing teams.
- Triaged bugs and feature requests to alleviate issues quickly.
- Created ETL process and SQL scripts to merge data from multiple sources and improve sales forecasting.

BAYWAY CONSULTING, LLC. Technology Consultant *New York, NY* **June 2013 - Present**

Provide Product Management and Development services focused on e-commerce, web development, and marketing.

- Led $200K+ data-driven Google Ads campaigns that improved lead generation by over 400%.
- Replaced paper/email reports with real-time executive dashboard using Google Forms and Sheets.
- Web development using Shopify, WordPress, and custom HTML in addition to JS frameworks.

NAVIGANT, Managing Consultant *New York, NY* **May 2010 - Dec 2013**

Performed product development and data analysis to assist AML, Compliance, and Anti-Corruption practices.

- Product Analyst and DevOps for SaaS enterprise web app, including performing/automating bi-weekly releases and customer liaison following Agile/Scrum methodologies and using .Net stack.
- Collected client feedback and feature requests to direct development roadmap and feature prioritization.
- Designed a data collection tool to improve bank regulation compliance including SQL Server reporting.
- Performed interviews and data analysis to improve transaction monitoring at an international bank.

DAYLIGHT FORENSIC & ADVISORY, Senior Associate *New York, NY* **Sept 2006 - May 2010**

- Technical liaison between Controller and developers to add new features to time tracking system.
- Worked with dev team to create requirements for custom client Content Management System.
- Created custom reports for clients using SQL Server Reporting Services.

RECESSION ART, Technology Director *New York, NY* **Jan 2009 - Jan 2014**

- Designed an artist application system for reviewing portfolios creating a new, consistent revenue stream.
- Led website redesign based on staff and user input, including custom PHP and WordPress theme.

PALATIAL SOFTWARE, Technical Product Manager *New York, NY* **Mar 2008 - Dec 2012**

- Designed a window-management tool to increase user efficiency of developers with large monitors.
- Performed customer outreach to prioritize feature requests and development as well as provide support.

Tech Skills: SQL, Balsamiq, Asana, Basecamp, WordPress, Shopify, Squarespace **Google:** Ads, Analytics, Optimize, Tag Manager **Code:** Agile, Liquid, Javascript, HTML, CSS **Other:** Zendesk, Survey Monkey, Mailchimp

Education

RENSSELAER POLYTECHNIC INSTITUTE *Troy, NY* **2001-2005**
Bachelor of Science, Computer and Systems Engineering. Minor: Computer Science

PRODUCT SCHOOL *New York, NY* **2017**
Product Management Certificate