

# ADAM ROTMAN

Founder & Product Lead

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## OBJECTIVE

Leverage over a decade of digital experience to create exceptional products, oversee the creative process and deploy world-class experiences.

## WORK EXPERIENCE

### Stencil

2013-Present

#### Co-Founder, Head of Product

- Bootstrapped from \$0 to \$30k MRR with over 155,000 users on minimal marketing budget, while securing partnerships generating over \$1.6M in additional revenue.
- Grew the team to 8 people, leading engineers, growth marketers, designers, and customer success agents.
- Lead all product marketing including email campaigns to a mailing list of over 70,000 as well as many other growth initiatives to drive signups, conversion and cross-sales.
- Conducted wide range of split tests at various points in the funnel and in the product experience itself.
- Coordinated a full rebrand and total overhaul of the product, including the smooth transition of thousands of customers to the new platform. Rebrand resulted in 90% increase in MRR within 1 year with churn < 3%.
- Directed all product design, all public facing promotional campaigns and the end-to-end user experience.
- Engaged in hundreds of calls and emails with customers to better understand their challenges and implement solutions into the product.

### BrainyQuote

2015-2018

#### Product Consultant

- Built membership program that resulted in over 200,000 signups and ~5000 daily active users.
- Optimized various aspects of a very high traffic web property (over 1 million daily sessions) through vigorous A/B testing to improve ad revenue and time on site.
- Deployed various campaigns to drive search engine traffic and increase pageviews per session.
- Managed all social media channels totalling nearly 5 million fans across all networks.
- Improved site for mobile devices to accommodate increasing traffic from smaller screens.

### Wave

2012-2014

#### Senior UX Designer / Lead UX, Invoicing

- Managed 3 designers/engineers, mentored them on improving their craft and lead them to work collaboratively on a wide range of projects.
- Collaborated cross-functionally with engineers, marketing, design and management teams to deliver customer focussed products.
- Planned and executed on many product releases across the platform, facilitating communication across teams to deliver exceptional results.
- Designed/deployed marketing website, targeted campaigns and increased conversion to ~1,500 daily signups.
- Lead UX on the invoice team, conducted in-depth customer research, built onboarding experiences, designed and improved various areas of the UI.

### Mood Media

2011-2012

#### Brand Manager, Digital Channels

- Worked with various top brands including Fisher-Price, Mattel, Walmart, and Target on campaigns to create customer acquisition strategies.
- Developed marketing strategies to grow the direct-to-consumer business through existing ecommerce sites and direct relationships with leading global distribution partners including Amazon and iTunes.

### LMA

2008-2011

#### Director of Web

- Strategized and executed a wide range of web projects, working collaboratively with other agencies/clients.
- Worked with luxury travel and lifestyle brand clients globally to develop and execute integrated strategies.
- Promoted within first year to Director of Web and built a team of 5 developers/designers/interns.
- Responsible for creating detailed budgets and plans for small to large projects in addition to allocating resources to meet KPIs.

## ACCOLADES / ACHIEVEMENTS

### AccountDock

Exit

- Co-founded and bootstrapped product targeted to subscription services. Business was acquired in 2016 by Xenon Inc. to be part of their product line.

### Luvly Marketplace

Exit

- Launched and grew female focussed design marketplace with over 2000 designs, 2200 users and 75 designers. Business was acquired 2013.

### Capital Design

Exit

- First exit was a digital agency specializing in content management systems for small to medium sized clients. Business was acquired by LMA Communications in 2009.

### AppSumo / Freelancer

Partnership

- Secured ongoing partnership that resulted in over \$1.6M in revenue and impacted growth of Stencil's subscription business by nearly 50%.

### Grenada, Grenadines

HSMIA Award

- Winner of HSMIA Award for Grenada, Grenadines official country website redesign/rebuild.

### ProductHunt

Top Ranking

- Achieved top 3 spot on ProductHunt for product release with nearly 1000 total upvotes.

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## SELECTED CLIENTS / BRANDS

While running my own businesses and working with agencies/partners, I've had the opportunity to collaborate with some amazing brands from a diverse range of industries.



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## SKILLS

Product	████████████████████
UI / UX Design	████████████████████
HTML / CSS / JS	████████████████████
Leadership	████████████████████
Team Building	████████████████████
Strategy / Execution	████████████████████

## EDUCATION

### Seneca College

Web/Multimedia Management and Webmaster (3.9 GPA)

### York University

Bachelor of Arts, Economics (Scholarship recipient)

