

Joseph Gibbie

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Professional Summary

Strategic Senior Product Manager with 10+ years of experience driving growth and innovation through independent leadership and proficiency in product development. Proven expertise in product strategy, roadmap development and user-centered design. Driving growth through data-driven decisions & aligning product vision with business objectives.

Professional Experience

Senior Product Manager, Fanduel Group: 2022 to present

- **Achieved 200% YoY traffic growth** for Fanduel's Sportsbook, contributing an estimated **\$20M in additional revenue** by acquiring **55,316 new users** (+17% YoY) through enhanced search strategies.
- **Developed and led the web product strategy** for Sportsbook, driving **user acquisition** and **incremental wagering**, with a roadmap to reach **\$100M in revenue growth** via the web platform (desktop & mobile).
- **Built and launched a user-centric experience** from the ground up, successfully **driving 100,000 visits** and generating north of **\$800,000 in revenue**, overseeing the **full product lifecycle** from ideation to deployment.
- **Designed and implemented a headless cms framework** to bring the editorial function in-house, saving **\$2M yearly** while providing much needed **scalability & capability** across the business.
- **Established strong cross-functional relationships** with stakeholders across multiple teams, ensuring web-optimized feature releases, alignment with native app development and broader growth strategy.
- **Integrated Amplitude analytics** into web platforms, creating custom GTM solutions that quantified search traffic value and provided critical insights into user behavior for improved conversion rate optimization.
- **Mentored 4 junior PMs** through the product development cycle, aligning OKRs with broader strategies, conducting product discovery & facilitating collaborative roundtables, while emphasizing **performance metrics** and **KPI development**.

SEO Manager, Neiman Marcus Group: 2021 to 2022

- **Identified and implemented solutions** to halt a revenue decline of **\$1.6M within the first week**, demonstrating quick problem-solving and strategic thinking.
- **Collaborated with product, engineering, and merchandising teams** to successfully execute eCommerce SEO initiatives across **1M+ pages**, ultimately leading to a **38% increase in keywords ranking on the first page** of Google.
- **Mapped out a recovery plan** to reverse a **\$50M YoY revenue decline** within just 3 months, showcasing strong analytical skills and effective cross-team collaboration.
- **Managed a team of 5 external analysts and 1 direct report**, leading the development of SEO roadmaps, strategies, and deliverables to drive impactful results.

Founder & Product Manager, Victiv Media: 2013 to 2021

- **Identified and launched innovative web-based products** across diverse industries, driving vision, strategy, execution, and positioning that resulted in over **\$20M in revenue from scratch** (Hello Rookie, Vapestaff, Golf Tribune).
- **Led the design and implementation** of an optimized, multifunctional user experience, achieving a **33% increase in search rankings** and establishing a foundational framework for new verticals.
- **Developed 11 new verticals** and established over **1,000 strategic partnerships** to scale a proven business model, enhancing market reach and driving growth.

Core Competencies & Certifications

Product Strategy & Roadmapping, Agile & Lean Methodologies, Product Vision & Strategic Planning, User Experience (UX) Design, Data Analysis & Metrics-Driven Decision Making, Cross-Functional Team Leadership, Stakeholder Management, Market Research & Competitive Analysis, Go-to-Market Strategy & Execution, Custom Insights & User Research, SEO, CRO, AI & Machine Learning Product Development, Generative AI Solutions, Innovation in Product Development, PMC, CSPO