

Justin Rodriguez

Associate Product Manager II @ Yahoo APM program

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Work

Yahoo Preferred Network (Yahoo Ads)

Associate Product Manager II - Marketplace Tech Lead, Aug 2022 - Present, New York NY

- Set framework vision for **\$150M+** gross revenue increase by strategizing and designing technical architecture for scalable supply expansion to 3P biddable supply
- Minimized overpacing on native takeover campaigns **90%** by improving forecasting and refining sales workflow

Yahoo Personalization

Associate Product Manager I, Aug 2021 - Aug 2022, Sunnyvale CA

- Increased time spent on Yahoo mobile web homepage **18%** by increasing article card size and isolating headlines present on screen to gain a clear dwell signal for personalization
- Introduced characteristic based KPIs as an alternative to solely engagement based KPIs to improve the quality, learning and diversity of Yahoo's content and feature experiences
- Developed methodology for predicting long term value of engagement features on a personalized basis and for comparing that value to the short term values of ads, subscriptions and commerce
- Increased customizations on Next Gen Yahoo Homepage by **3x** by implementing a personalized ranking system for cards for users to add to their dashboard
- Improved team impact by implementing product prioritization infrastructure for the Experience Personalization team
- Organized weekly and monthly community and learning events as part of the Yahoo APM program

Yahoo Fantasy Sports

iOS Engineer, Aug 2020 - Aug 2021, Sunnyvale CA

- Launched Fantasy Plus, a subscription product for the Yahoo Fantasy Sports app, on iOS by working on a team, and developing several advanced features like Start Optimal Players, Trade Insights, and upsell flows
- Increased sports betting traffic by developing several entry points in the players tab and player cards

iOS Engineer Intern, Summer 2019, Sunnyvale CA

- Launched Best Ball, a new Yahoo Fantasy Sports game, by working on a team and developing several iOS features such as the game's main roster view where users track team players' points

Paysafe Group

Software Engineering Intern, Summer 2018, Sofia Bulgaria

- Optimized team productivity analysis for over **900 employees in 130 teams** by writing a Jira extension web app that automates team report writing and task time estimation

Projects

Find My Magic Augmented Reality Game

Solo Creator, Jun 2022 - Present, Newly launched

- An Augmented Reality game to play while waiting in line at Disney, allowing for guests to be entertained while also being immersed in the highly themed queues of the attractions

DripDrip Social Hydration App

Solo Creator, Aug 2019 - Present, 1000+ users

- An irreverent social hydration app where friends remind each other to drink water and track their progress

Weekend Trip App

Solo Creator, Aug 2018 - Aug 2019, 200+ users

- An app to help make travel more accessible to college students by cheapest round trip for the upcoming weekend

Education

Texas A&M University

B.S. Computer Science

Minor in Cybersecurity

Minor in Art

Extracurricular

Drums (Blues & Rock), Soccer, Travel, Entrepreneurship, DJ,

FatFIRE, 2nd Place Aggies Invent, Team Texas at the

Weizmann Institute International Physics Tournament,

Houston Marathon 2014 & 2022 Finisher