

# Pedro Angelo

## Product Manager

-  São Paulo, Brazil
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## Skills

Product Ownership, Project Management, Growth Marketing, Data Analysis, Content Strategy, Graphic Design, Game Development, Economy Design, Web Development, Market Research, User Acquisition, User Experience, Agile Methodology


## Education

- Game Design, EBAC**   
Jan 2024 – present | Brazil
- Graphic Design, UFES**   
Mar 2015 – Nov 2018 | Brazil
- Computer Science, UUV**   
Feb 2014 – Mar 2015 | Brazil

## Certificates

- Product Mgmt. Professional**   
— Aha!
- Generative AI Essentials**  —  
Microsoft & LinkedIn
- Project Mgmt. Essentials**  —  
Microsoft & LinkedIn
- Data Analysis Essentials**  —  
Microsoft & LinkedIn


## Courses

- Leadership Development,**  
*Audacio Coaching* 
- Retention & Engagement,**  
*Reforge* 
- Full Stack Web Developer,**  
*CareerFoundry* 

## Languages

- English** (*Fluent*)
- Portuguese** (*Native*)
- Spanish** (*Elementary*)

## Profile

Experienced PM with 7 years in Fintech and Mobile Gaming. Steering player engagement through data-driven growth strategies and design thinking. Launched a game in 7 months without past game production experience. Promoted twice in 18 months, from individual contributor to manager for one of the studio's franchises. Check success cases on: [www.pedroangelo.net](http://www.pedroangelo.net) 

## Experience

### Mino Games, Inc.

#### GENERAL MANAGER

Oct 2022 – Jan 2024 | Montreal, Canada (Remote)

- Managed 9 team members across Data, Community, and User Acquisition.
- Launched a viral marketing campaign, increasing followers by 348% and video views by 25M in 4 months.
- Revamped e-commerce site, boosting load speed and keyword ranking by 5x and 10x, respectively, in 2 weeks.
- Set up an in-house UA team, cutting operational and platform costs by 91% and 78%.

#### PRODUCT LEAD

Dec 2021 – Oct 2022 | Montreal, Canada (Remote)

- Guided the Collector's games roadmap, achieving 50,000 DAU and \$4M ARR in 2022.
- Executed 350+ events and sales, conducted 160+ tests, and pushed 60+ version updates.
- Coordinated and mentored a small team of 1 Producer and 2 Junior PMs.
- Designed over 20 major features such as: Prestige Mode, Club Tower, Automated Survey System, Mini Event Basket, Targeted Flash Sales and more.
- Developed a data-driven content creation pipeline, receiving a 4.3/5 stars rating from 105 live event surveys.

#### PRODUCT MANAGER & GAME PRODUCER

Jan 2021 – Nov 2021 | Montreal, Canada (Remote)

- Led development and launch of Dog Game, generating \$2M in lifetime revenue and attracting 1.2M unique players.
- Owned Live Ops and A/B Testing for Cat Game and Dog Game.
- Devised and tuned game features, running bi-weekly sprints with 9 engineers.

### PicPay

#### PRODUCT OWNER

Apr 2020 – Dec 2020 | São Paulo, Brazil (Hybrid)

- Owned development and roadmap of in-app promotional and messaging systems servicing 10M MAU with \$25M monthly total payment volume.
- Led the creation of an ML-based campaign targeting and delivery system resulting in +157% in promotional conversion rate and +400% transactions per user compared to previous method.
- Supervised contracts, training and best practices for product analytics and event tracking implementation across 5 teams.

#### GROWTH ANALYST

Oct 2018 – Mar 2020 | São Paulo, Brazil (On-Site)

- Controlled setup, analysis and optimization of dozens of push, in-app and email user journeys.
- Conducted the day-to-day operations for the dispatch of hundreds of communications and promotions.
- Maintained and developed the design language and codebase of every transactional and promotional email in use.

#### GRAPHIC DESIGNER

Mar 2018 – Sep 2018 | Vitoria, Brazil (On-Site)

- Created responsive, content-rich email and landing pages for marketing campaigns and transactional communications.
- Authored many static assets, videos and animations for promotional material use both online and offline.

### Engine, Trade & Services, WEB DESIGNER

Nov 2017 – Feb 2018 | Vila Velha, Brazil

### Branver, Branding & Design, WEB DEVELOPER

Jul 2015 – Jun 2016 | Vitoria, Brazil