

JERRY BLOUNT

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MSF, American University (Candidate) | MBA, Nova Southeastern University | B.S., University of Florida

OVERVIEW

- Results-driven product management leader with 15+ years of experience building, delivering, and growing products in Consumer Media and SaaS businesses.
- Proven track record leading cross-functional product teams of 5-14 members, including product managers, engineers, designers, data analysts, project managers, and contractors, with responsibility for hiring, performance management, and building team culture.
- Excel at creating data-driven strategies and solving complex problems, while ensuring efficient and effective communication with technical, non-technical, and C-Suite stakeholders.

HIGHLIGHTS

- Achieved \$936K YTD in advertising revenue at AOL by leveraging community-driven products to increase user engagement across web and mobile.
- Generated \$15.6M in ARR at Vox Media by developing subscriber acquisition and retention journeys.
- Increased user engagement by 15% at Bethesda Softworks by defining and implementing content recommendations and loyalty program features.
- Increased SVOD streams and downloads by over 25% at RBmedia through optimization experiments and implementing personalization algorithms.
- Achieved a \$3M lift in annual advertising revenue at Politico by developing 1st party user data applications.
- Increased product activations by 140% through leading the redesign and refactoring of AddThis.com.
- Achieved \$1.4M in annual advertising revenue at Gannett-USA Today by creating a premium advertising and content network.

EXPERIENCE

Director, Product Management | Yahoo-AOL | Reston, VA

November 2024 – Present

Responsible for increasing user engagement and driving revenue growth through community products.

- Leading product team including engineers, designers, UX researchers, project manager, and data scientist; establishing product development best practices and building team culture, while driving product and monetization strategy for AOL Connections, a portfolio of community-driven web and mobile products.
- Driving user engagement by converting non-users and passive users to active participants and content creators, with a cross-device commenting platform, resulting in an 86% lift in content views, 39% lift in session frequency, and 24% lift in session length; achieving \$936K YTD in advertising revenue, an 18% YoY increase.
- Accelerating product discovery and validation cycles by building prototypes and functional proofs-of-concept using AI development tools (Bolt, Cursor, Warp); resulting in reduced time-to-insights, de-risking of product investment decisions, and mitigating opportunity costs against engineering capacity during product discovery.

Principal Product Manager | Vox Media | Washington, D.C.

May 2022 – December 2023

Responsible for subscription revenue, experimentation, and product strategy.

- Managed NYmag.com's consumer revenue product strategy; developed subscriber acquisition and retention journeys that generated \$15.6M in annual recurring revenue (ARR) and contributed 70% of total subscription revenue.
- Owned and managed the conversion rate optimization (CRO) program; implemented A/B/n growth experiments by using Google Optimize and a hypothesis-driven prioritization framework optimized for reduced time-to-insights, ease of implementation, and maximum expected lift; resulted in a 7% lift in quarter-over-quarter net new subscriptions.
- Led the product strategy and implementation of an AI-powered customer acquisition platform; conducted a build vs. buy analysis, vendor due diligence, and technical evaluation; the platform reduced operational costs, increased subscription conversion rates, and reduced customer churn.

Senior Product Manager | Bethesda Softworks | Rockville, MD**August 2020 – May 2022**

Responsible for user engagement, player application strategy, and product development.

- Defined and implemented in-app content recommendations and loyalty program offers; resulted in a 15% increase in user engagement (measured by total gameplay minutes).
- Led prioritization and development of the technical search engine optimization (tSEO) roadmap and managed a cross-functional team distributed across multiple time zones to implement key enhancements; improved the search engine results page (SERP) position from 6 to 1.3, and increased click-through rate (CTR) from 7% to 30%.

Senior Product Manager | RBmedia | Landover, MD**December 2018 – August 2020**

Responsible for SVOD and audiobook growth across digital platforms.

- Owned the product strategy and roadmap for RBmedia's subscription video-on-demand (SVOD) and audiobook software-as-a-service (SaaS) platform.
- Designed A/B/n funnel optimization experiments and implemented personalized content recommendations using collaborative filtering and a k-nearest neighbors algorithm; increased streams and downloads over 25%.
- Developed and delivered the RBmedia streaming media application to 5,000+ public and academic libraries across mobile and web applications; improved user account activation by 12% and monthly active users (MAUs) by 21%.

Senior Product Manager | Politico | Arlington, VA**July 2016 – December 2018**

Responsible for subscriber revenue, subscriber acquisition journeys, and product development.

- Developed the paywall and metered content business case and product strategy for Politico.com, to diversify revenue streams and mitigate the impact of declining advertising revenue.
- Defined and implemented the subscriber growth strategy for Politico's flagship newsletter, Politico Playbook, by increasing top-of-funnel subscriber acquisition, reducing steps in the sign-up flow, adding cross-sell callouts, and updating the user interface; resulted in a \$480K lift in ARR.
- Led product development for first-party user data applications; enabled marketing and sales teams to segment and target high-value cohorts and increase advertising rates; resulted in a \$3M lift in annual advertising revenue.

Principal Product Manager | AddThis | Vienna, VA**November 2015 – June 2016**

Responsible for product activations and product development.

- Planned and led a multi-phase redesign and refactor of the AddThis.com SaaS platform; optimized the acquisition funnel, removed friction in the sign-up flow, and implemented tools that enabled users to create custom data attributes (a highly requested feature set); resulted in a 140% increase in product activations.
- Led internationally distributed product team of 14 members including engineers, designers, and product analyst; delivered strategic initiatives reaching 15M websites and over 1B MAUs.

Product Manager | Gannett-USA Today | McLean, VA**June 2010 – October 2015**

Responsible for audience growth across Gannett properties and USAToday.com.

- Owned the product strategy and feature development for USAToday.com Travel and Sports sections; generated over 100M MAUs.
- Defined and implemented the product vision, strategy, and roadmap for Your Take, a user-generated content (UGC) application, distributed across desktop and mobile, that enabled users to browse, search, and share activities in their neighborhoods and communities; achieved 54 million MAUs across Gannett's national and local properties.
- Created the product concept, developed the business strategy, and managed the execution of the USA Today Travel Alliance, a premium advertising and content network for travel-centric websites; achieved \$1.4M in annual advertising revenue.