

## Contact Details

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**Location**  
Santa Monica, California

**Portfolio**  
[teaasatiani.com](http://teaasatiani.com)

**LinkedIn**  
[linkedin.com/in/tea-as/](https://www.linkedin.com/in/tea-as/)

## Tools & Softwares

**Expert**  
Microsoft Office  
(Excel, Word, PowerPoint)  
Figma, Invision  
Shopify, Dopweb  
Klaviyo, Omnisend  
Stripe  
Pipedrive  
Intercom  
Tapfiliate  
Asana, Trello, Meistertask

**Intermediate**  
AWS  
Google (Ads, Analytics, Search Console, Tag Manager)  
SEO Profiler, Semrush, SpyFu  
Adobe Cloud (Photoshop, Illustrator, XD, Premier Rush)  
Proto.io  
Tableau, Quicksight, Diagrams  
Sendgrid  
Rainmaker

## Coding & Programming

HTML  
CSS

## Spoken Languages

English (Fluent)  
Russian (Fluent)  
Georgian (Fluent)

## Experience

2022 -  
Current

**Just slide Media** *Los Angeles, CA*

**Principal Product Manager** *(Feb 2024 - Current)*

- Launched a complete B2B e-commerce CMS solution.
- Launched a D2C app from concept to market.
- Led development sprints w/ a cross-functional team of 30.

**Product Manager** *(Apr 2022 - Feb 2024)*

- Re-architected a CDP improving data reliability by 40% & enabling more accurate segmentation and retargeting.
- Defined product roadmap and requirements for internal & small to large scale client launch/growth projects (incl. Fortune 500 Dish Network brands).
- Led daily product & design standups.

2018 -  
2022

**Dopweb** *Los Angeles, CA*

**Chief Marketing & Product Manager** *(Oct 2020 - Mar 2022)*

- Oversaw all digital marketing and product projects.
- Launched & managed lifecycle for a digital menu SaaS.
- Reported to stakeholders.

**Project Manager** *(Nov 2018 - Oct 2020)*

- Simultaneously managed ~10 small to large-scale B2B client projects (e-commerce, web design & development, SEO, email marketing, affiliate marketing, ads, etc...).
- Transformed client needs into product requirements of a newly launched integrated SEO Website Builder CMS.

## Education

*Class of 2018* **University of California, Los Angeles (UCLA)**  
Psychology Major and Entrepreneurship Minor  
*Graduated with honors*

## Digital Marketing Skills

- ✓ Web & App Design
- ✓ Conversion Optimization
- ✓ UI UX & Prototyping
- ✓ Mobile Responsiveness
- ✓ Email Marketing
- ✓ SEO
- ✓ Affiliate Marketing
- ✓ Market Research

## Development Skills

- ✓ Prioritization & Roadmapping
- ✓ Sprint Planning
- ✓ Agile Methodology
- ✓ Technical Documentation
- ✓ A/B Testing
- ✓ Data Analysis & Visualization
- ✓ Attention to Detail
- ✓ QA & Prompt Delivery