



Alex J Meyers
Product Manager & Entrepreneur



Self-taught developer who built & managed first tech company at 20. Product manager for Fortune 500 company at 21. Affinity for technology, product management, and entrepreneurship; passionate about building great products.



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Personal



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Professional Skills

Product Management



Amazon Web Services



JavaScript, HTML/CSS



Ruby on Rails



React



Meteor



SQL



UX Design



Work Experience

Product Manager - Growth & Navigation @eBay

SEP 2017 - PRESENT

- First PM on Buyer Growth team dedicated to acquiring new buyers globally.
- Acquired over 5 million new buyers in 8 months w/features launched in 2018.
- Led cross-functional team to develop a new platform to target users across multiple product code bases with in-product education, coupons & more.
- Executed on plans for reducing points of friction in the shopping journey, buyer education, site navigation, & leveraging machine learning to target new buyers w/coupons in order to incentivize a first purchase.

Product Manager - Verticals @eBay

SEP 2015 - SEP 2017

- Owned product features, roadmap planning, user experience research, product iterations & measured successful feature traction.
- Improved SEO rankings of top-level category pages, which contribute to 7% of eBay's gross merchandising volume.
- Increased buyer engagement & lowered exit rate of Vertical Browse pages.
- Worked on Vertical Browse, SEO, Deals, Events & eBay Stores.

Co-Founder & Chief Information Officer @MacroFuel Food

MAY 2015 - FEB 2017

- Planned, architected, designed, built & managed the company's online suite.
- Converted \$30,000 in sales on custom ecommerce store & helped lead \$22,000 Kickstarter campaign.
- Built and managed the website, ecommerce store, blog, SEO-strategy & email campaigns. www.macrofueelfood.com

Ruby on Rails Course Instructor @Cornell University

AUG 2014 - DEC 2014

- Co-taught web development course at Cornell.
- Covered full-stack web development w/Ruby, Ruby on Rails, Git, Responsive Design, JavaScript, React & server operations. github.com/INFO-2310-Class/wiki

Co-Founder & Chief Technology Officer @daapr

JUN 2013 - MAY 2015

- Developed & managed a new social media platform surrounding article and video content.
- Learned & programmed w/Ruby on Rails, Chef & React. Supervised team of 11 & launched 1600+ user beta app.
- Designed & built front-end, co-developed back-end, conducted UX interviews, deployed servers using AWS & managed Google Analytics. www.daapr.com



Education

Information Science @Cornell University

AUG 2011 - MAY 2015

Information Science Major with concentrations in Human-Centered Systems and Information Systems. Minor in Business.