




Timothy LaRosee

Strategic and creative problem-solver working at the intersection of product, design, data, account management, and operations.

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Experience

Glitter | Social Impact Litter and Trash Removal Service

April 2024 - October 2025

Program Manager

- Directed planning, execution, and performance tracking for Glitter’s community initiative grants through a consultative approach, including a \$500K program cleaning 455 blocks in Northeast Philadelphia with State Rep. Solomon and an \$800K program cleaning 275 blocks in West Philadelphia in partnership with a local nonprofit.
- Facilitated \$40K video documentation project, managing scope, team coordination, and site logistics to deliver multi-format marketing assets that expanded brand reach, engaged diverse audiences, and supported new funding opportunities.

Product Manager

- Launched Glitter’s member hub portal, taking the product from 0→1 with dynamic, permission-based block pages that replaced static pledge pages and streamlined subscription and block information access. Eliminated multi-platform steps to save manual effort and provide real-time visibility into block details, funding status, and pledges—capabilities previously unavailable to 1,000+ blocks and customers.
- Oversaw data and technology stack, streamlining internal operations and customer experience by establishing a single source of truth in Airtable for all block, customer, payment, and billing data; consolidated siloed systems from Google Suite, Notion, Active Campaign, and Typeform into one aligned platform.
- Built workflow automations in Airtable using primary field identifiers to auto-populate values across the base and trigger funding redistribution scripts, eliminating manual calculations and reducing errors. Designed real-time payment and billing views to support informed decisions and timely customer follow-up. Implemented external automations for marketing, billing, and subscriber outreach, integrating with task management software to flag changes and assign accountability.
- Collaborated and conducted user research tests with cross disciplinary team during development, synthesizing insights to inform data-driven decisions. Analyzed legacy user data to identify behavioral trends, leading to differentiated CTA pledge flows for new vs. existing block signups that maximized conversion potential to drive revenue growth.
- Designed and implemented a real-time cleaner update workflow solution—integrating Trello, Zapier, Airtable, and Softr—to ensure seamless data flow and provide clear, up-to-date visibility for end users, strengthening value perception, supporting retention, and reducing time-consuming customer service issues.
- Led product design from initial user flows through Softr prototypes and high-fidelity mockups, leveraging custom HTML/CSS code and window.record lookups to populate on-brand end-user experiences accessible to a diverse set of technical and non-technical users.

Full-Time Parent

Self Employed May 2021 - March 2024

- Loved and learned alongside my smart, funny, goofy son while dedicating a period to full-time parenting and up-skilling in product design, web design and digital product tools.

Counter Culture Coffee | Wholesale Coffee Roaster, Tech & Educational Support

Regional Sales & Account Manager June 2018 - July 2020

- Managed regional territory with annual sales of \$400k and \$175k in gross profit. Finished 105% to target volume sales quota metric Q2-Q4 2019 and 104% in January and February 2020; 120% to target for profit quota metric Q2-Q4 2019.
- Employed empathetic, consultative and creative solution-based sales efforts with customer and prospect accounts to deeply understand their problems, assess fit, and position company vision, solution and value proposition accordingly. Oversaw onboarding, contract negotiation, and continued customer success focused on retention, reinforcing meaningful relationships with strategic customer and prospect stakeholders.

Nobletree Coffee | Wholesale Coffee Roaster, Tech & Educational Support

Sales Manager September 2017 - February 2018

- Managed B2B wholesale and grocery sales, leading a team with annual sales of \$400k. Implemented outbound strategy that established KPI metric accountability for more accurate pipeline forecasting, weekly prospect and customer interactions, and systematic reporting in CRM (Salesforce). Oversaw two sales representatives, increased outbound lead generation by 60% that added \$25k in revenue in 2017 and \$100k to the sales pipeline for 2018.

Jack’s Abby Craft Lagers | Regional Craft Brewery

Sales Representative March 2016 - September 2017

- Launched brand autonomously in metro NYC in April 2016 resulting in \$700k in gross sales and hitting 120% to forecast sales quota. Provided foundation for growth of brand development to account for 55% of NY State sales in first year. Building on that success, sales forecast quota finished 150% for 2017 and 140% Q2, respectively.
- Strategized and built sales pipeline. Actively coordinated cross-functionally with lean supplier and distribution teams to achieve goals, relying on CRM and data analytics as guide to stay on target and plan for regional growth.

Skills

- Project Management
- Product Design
- Web Design
- Research and Usability
- Prototyping
- User Testing
- Wireframing
- Data & Systems Design
- Workflow Automation
- Operational Logistics
- Design & Systems Thinking
- Customer Success
- Education and Tutorial Support
- Information Architecture
- Motion/Interaction Design

Tools

- Figma
- Airtable
- Asana
- Softr
- Webflow
- Atlassian
- Zapier
- Google Workspace
- Slack
- Notion
- Adobe Creative Cloud

Certifications

Dribbble Product Design Course

- Led the end-to-end design process from conducting research and defining metrics & product strategy, to designing hi-fidelity screens and the final prototype for Pup Up!, a dog walking app.

ADPList/Webflow Intro to Webflow Series

ADPList/Notion Get Productive and Organized Series

Other Certifications & Courses

LinkedIn

Design Thinking Approach to Putting the Customer First

Sales: Customer Success

Education

Keene State College
Bachelor of Fine Arts