

CHARLOTTE WEISKITTEL

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I help mission-driven teams turn complex ideas into products that people trust, use, and love.

EXPERIENCE

HEY CW, Brooklyn, NY

2023 - present

Independent Product Consultant

Partner with mission-driven teams across startups and digital platforms. Embed as product leader, coach, or IC, adding value quickly by flexing between strategy and hands-on execution to deliver products with meaningful outcomes.

Clients include: Brooklyn Museum, Lakeshore Learning, Grapevine.org, Burke America Parts Group, Change.org.

TEACHERS PAY TEACHERS, New York, NY

2015 - 2022

85% of U.S. teachers and 7M+ teachers worldwide use TPT to buy, sell, and share original educational resources, with over 1B resource downloads. Led significant expansion of product surface as the company grew from 40 to 300+ employees.

Director of Product, School Access (B2B) & Community

2021-2022

- Set strategic direction and long-term vision for School Access, our B2B schools subscription platform that redefined target customer (from teachers to schools), business model (from a-la-carte to subscription), and product offering (from printable listings to digital platform)
- Increased renewal rates by 25% and ARR from \$6.2M to \$15.3M
- Hired and managed a team of 4 product managers
- Led product pods in setting OKRs
- Led initiative to update subscription offering with addition of Flex, an unlimited catalog to expand the capped access offering. Worked with cross-functional leads to navigate complexities across legal, sales, product marketing, UXR, engineering

Group Product Manager, Growth & Core Marketplace

2018-2021

- Increased GMV by 25% sitewide via A/B testing, SEO, and conversion rate optimization (\$50M of incremental GMV in 2019)
- Led research, prioritization, build and launch of new crowdfunding product for teachers to raise funds for TPT resources that generates ~\$2.2M annually. Doubled the conversion rate and amount raised per campaign in Y2 through iterative product development
- Facilitated integration with DonorsChoose to generate additional \$6.5M in GMV over 3 years
- Managed team of two product managers
- Go-to lead for critical company initiatives, including our COVID response to support teachers with distance learning and a company-wide pivot to comply with new sales tax laws

Lead Product Manager, Search & Personalization

2015-2018

- Grew the marketplace by over 10% and re-accelerated growth through search algorithm experiments that drastically improved relevancy and conversion rate

- Portfolio of products grew to include personalization. Worked with cross-functional team to research, test and build data-powered personalized features and recommendations using rules-based segmentation as well as ML techniques like collaborative filtering and clustering
- Managed complex external communications with 185K+ Seller community. Presented at annual Seller conference with thousands of attendees
- Created foundational processes and identified tools to scale new product org, including bugs triage, A/B testing documentation, team updates, Jira, and roadmap formats
- Promoted from Senior Product Manager to Lead Product Manager in 2016

DONORSCHOOSE, New York, NY

2006 - 2015

Helped build DonorsChoose from a regional non-profit that generated \$6M for classroom resources to a nationwide organization that generated \$47M annually and served over 147K teachers and 1M donors.

Senior Director, Product Management

2011 - 2015

- Advocated to adopt Optimizely to unlock A/B testing capabilities. Ideated, implemented, and analyzed tests that drove double-digit conversion rate improvements
- Prioritized, designed and launched new features, including responsive pages and a following feature that raised \$180K in its first 4 months
- Managed UX researcher to scale and grow our internal user research and usability program
- Led full site redesign, including a complete rebranding and new features. Coordinated stakeholders across design, marketing, engineering, and user experience

Director, Product Management

2008 - 2011

- Revamped project submission process contributed to 30% annual user growth. Integration with Facebook to post updates about teachers' projects to their news feed raised \$1.9M
- Spearheaded new Friends & Family campaign that successfully drove donor acquisition, with 85% of 6K contributors new to our site
- Wrote SQL queries to answer data and business questions from across the org
- Created, built and sent monthly teacher newsletters and an annual survey to hundreds of thousands of users

Project Manager

2007 - 2008

- Managed the inaugural Blogger Challenge, a month-long initiative in which more than a hundred bloggers, including Tim Ferriss, Fred Wilson, and Kara Swisher, inspired their readers to give \$420K to classroom projects, reaching 75K students from low-income communities

Assistant to the CEO

2006 - 2007

- Coordinated the DonorsChoose national launch. Responsibilities included organizing a press event featuring Claire Danes and Bill Bradley and fielding media inquiries.

EDUCATION

Princeton University, Princeton, NJ

Bachelor of Arts in Psychology, *magna cum laude*

- Senior Thesis: Memory for Verbatim and the Storybook Paradigm: A Behavioral and fMRI Study

HOBBIES

blues harmonica, kickboxing, tarot, half marathons