

Channing Johnson

Atlanta, GA

(770) 910-0990 • channing7@gmail.com • channingcompany.com

[linkedin.com/in/channingjohnson7](https://www.linkedin.com/in/channingjohnson7)

EXPERIENCE

Pro Football Focus (PFF)

2025 – Present

Senior Product Manager, Fantasy Platforms

Remote

- Owned product development for Fantasy tools driving a 10–15% lift in weekly retention and subscriptions.
- Led the end-to-end redesign of Matchups, introducing filters, position-based views, and stat toggles, improving engagement by 20%.
- Implemented an A/B testing framework using LaunchDarkly and Heap, combining behavioral and qualitative insights from Discord and Userbrain.
- Delivered AI enhancements to the Mock Draft Simulator and Manual Draft tools, enabling customizable league settings for redraft and dynasty.
- Defined and launched seasonal and offseason product states, improving navigation engagement by 10–15% across inactive periods.
- Partnered with Data Science to track DAU/MAU, leveraging machine learning insights to drive a 10% lift in weekly active usage.

Walt Disney

2023 – 2025

Product Manager, Pricing & Checkout Systems

Los Angeles, CA

- Built and launched a dynamic pricing engine, enabling real-time price adjustments and reducing cart abandonment by 20%.
- Integrated pricing logic into checkout flows, improving conversion rates by 15% and contributing to 12% revenue growth.
- Defined detailed product requirements using Gherkin (Given-When-Then), improving alignment across engineering and QA teams.
- Led Agile execution across cross-functional teams, maintaining high-velocity delivery and consistent sprint output.
- Improved product reliability by reducing defects and accelerating issue resolution by 30% through structured triage processes.

Fox Sports

2022 – 2023

Product Manager, Growth & Engagement

Century City, CA

- Drove 64% YoY visits growth and a 43% DAU/MAU increase through interactive product features.
- Increased revenue 49% YoY via native in-line video advertising integrations across platform surfaces.
- Delivered 110% SEO growth, improving organic acquisition and content discoverability across key sports verticals.
- Grew short-form video consumption 104% through optimized UX, distribution, and engagement enhancements.

USA Today Sports

2018 – 2022

Product Manager, AdTech & Data Platforms

Playa Vista, CA

- Built a programmatic advertising engine, increasing revenue margins by 30% across a multi-sport digital ecosystem.
- Expanded the video ad stack, generating \$30M in monthly revenue and increasing video views by 150%.
- Led A/B testing initiatives driving a 40% revenue lift through optimized content and ad placement strategies.
- Developed analytics dashboards reducing churn 50% and improving user satisfaction 20% using SQL and Tableau.

EDUCATION

Western Governors University

2023

Master of Science, Information Technology Management

Salt Lake City, UT

Relevant Coursework: Web Development Foundations, Data Management – Applications, Spreadsheets

Howard University

2011 – 2015

Bachelor of Science, Political Science; Minor in Economics

Washington, D.C.

- President, US Congress – Minorities in Tech: matched 200 students with mentors from Google.
- Tech Advisory Board, IN3: operated a DC incubator; secured \$500K from eBay and Microsoft.

CERTIFICATIONS

Certified ScrumMaster; CompTIA (A+, Network+, Security+, IT Operations Specialist, Secure Infrastructure Specialist); Amazon AWS Cloud Practitioner; ITIL Foundation; Facebook Blueprint; Google Analytics; Salesforce; Data-Driven Decisions; PMI CAPM.

SKILLS & INTERESTS

Product: Jira/Confluence, Agile, Scrum, Kanban, Market/Competitive Analysis, A/B Testing, Salesforce

Technical: Web Development (JavaScript, Java, React, Node.js, MongoDB, Git), Data Analytics (R, SQL, Python, Google Ads), HTML/CSS, Linear Programming, Machine Learning

Design: Figma, Prototyping, User Research, User Testing, Sketch, Photoshop, Illustrator, InDesign