

Trey Heine

Product Manager

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EDUCATION

University of Southern California

BS, Business Administration
Magna Cum Laude

- USC Deans Scholar
- USC University Scholar
- USC Renaissance Scholar
- Global Leadership Scholar

SKILLS

Product Management:

- Product Strategy
- Product Roadmapping
- Sprint Planning
- AB Testing
- User Research
- Tools: Jira, Asana, Optimizely, Refiner, Braze, Leanplum, Intercom

Development:

- Sprint Leadership via Scrum, Agile, Waterfall, & Kanban methodologies (Web & Mobile)

Design:

- Graphic
- UI/UX
- Wireframes
- Tools: Figma, Adobe CC

Data:

- Analytics Library Setup
- Data Visualization
- Tools: Segment, Looker, Tableau, GA, Amplitude, Mixpanel

EXPERIENCE



Vendoo / Y Combinator, W22 Cohort Lead Product Manager

August 2022—Present

- Own consumer-facing Product on Web and Mobile applications for the leading player in the cross-listing space.
- From ideation through release, manage a team of 20+ Developers, Designers, and QAs to tackle roadmapped features, bugs, and one-off optimizations.
- Lead sprint planning and retros, determine feature/bug priority and story point allocations, author and maintain feature specs and other source of truth docs, and resolve blockers.
- Communicate Product Development status via weekly all-hands meetings, monthly OKR update meetings, and rolling feature demos.
- Author the Product roadmap, using a bespoke prioritization matrix to turn research, requests, and ideas into actionable initiatives.
- Manage the AB testing strategy for new features, evaluating the viability of UI designs for features pre-beta, and the impact of features in beta.
- Partner cross-functionally with Business Development, Growth, Marketing, Design, Engineering, and QA to deliver business impact.
- Features: Sale Detection & Auto Delist (60%+ adoption), Background Remover (60%+ adoption), Cancellation Flow (30% retention), Referral Program (+800% spike in referrer signups), AI Suggestions, Cross-listed Import, Marketplace Integrations, Inventory Mgmt, etc.



GRAILED / Acquired by GOAT Group, December 2022

Integrated Marketing Manager

June 2022—August 2022

- Codified the global editorial strategy via publishing a cross-channel calendar to manage all campaigns and messaging.
- Led marketing innovation by introducing new campaign and content types including dynamic personalized recommendations, modular email layouts, and thematic franchising, resulting in lifted engagement (up to 2.75x push CTR).

Retention Manager

May 2021—June 2022

- Owned the global comms strategy for all non-triggered email and push from top to bottom: forecasting, ideation, prioritization, production, QA, deployment, AB testing, and analysis. The comms included Merchandising, Product Marketing, Holiday Campaigns, and Brand Partnerships with top-tier partners such as Arc'teryx, J Balvin, Pusha T, and Odell Beckham Jr.
- Built and owned the holistic marketing calendar, mapping out our campaign flights and daily outbound comms months in advance.
- Minted the global comms QA process and standardized rollout plan documentation to increase operational efficiency.



StockX / Attained \$1B Unicorn Status, June 2019

CRM Strategy Manager

April 2020—May 2021

- June 2020 "Big Flex" Award Winner (most outstanding marketing employee globally).
- Owned all reporting and analysis for email and push globally (3B+ sends in 2020).
- Created and owned the global email AB testing strategy, collaborating with Data Science to earn 7-figure revenue lifts in 2020.
- Minted and managed the global QA process for email and push at large, which became a company-wide requirement.
- Contributed to activation and retention customer journey strategy via implementing promos, triggers, and other CRM tooling.
- Researched and developed the value matrix, migration framework, and testing roadmap for the Loyalty Program, inspired by industry successes but optimized for StockX's personas.

Growth Strategist

June 2019—April 2020

- Created innovative promos rooted in activation and retention to diversify our portfolio. From ideation through execution, managed the entire process while developing streamlined processes for each contributing team's benefit, plus record-keeping after the fact.
- Established an evergreen activation mechanic yielding record-low registration costs and statistically significant registration rate lift.
- Part of a cross-functional tiger team who partnered with C-level executives to drive strategy, address challenges, and accelerate growth via executing on net-new initiatives, vetting new opportunities and technology, and facilitating interdepartmental communication.