

Trey Heine

Product Leader

CONTACT

📞 248.622.1554

✉️ tcheine@mac.com

🌐 treys.world

in linkedin.com/in/theine

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: Linear, Jira, Asana, Optimizely, Refiner, Braze, Leanplum, Intercom, Klaviyo, Notion, Stripe

Development:

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

Design:

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

Data:

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

EXPERIENCE



Basic.Space / Acquired Design Miami, October 2023

Head of Product

March 2024—Present

- Manage the Product, Design, Data, and Engineering departments, owning both back-end and front-end across Web and iOS.
- Led a complete redesign of Web and iOS; impacting Homepage, Cart, Checkout, PDPs, PLPs, LPs, Profiles, etc. resulting in a 187% lift in Sales YoY.
- Introduced a systematic approach to PRD creation, prioritizing succinct formatting, iterative wireframing, and earlier Developer involvement.
- Implemented weekly sprint planning, monthly retros, and templated ticket creation to keep the team in lockstep and mitigate misunderstandings.
- Partner directly with the C-Suite to devise and communicate the roadmap.
- Champion data transparency and fidelity via minting and maintaining an Official Event Library, and deploying said events with Developers.
- Oversee all Product Design, authoring the task backlog, assigning priorities, and managing critiques. Integrated Product Design workflows into Linear, to intertwine with Product Development workflows and create richer visibility.
- Reduced the Fraudulent Dispute Rate (-98%) and Block Rate (-90%), via calibrating Stripe Radar Rules appropriately, enabling more legit sales.
- Routinely collaborate across the aisle on Business Operations and Strategy, drafting source of truth documentation for cross-department decisions.
- Projects: MarTech (Klaviyo, Google, Pinterest), Data (Mixpanel, GA4), Affirm BNPL, Deposits, Gift Cards, POS App, Smart Shopping Recos, etc.



Vendoo / Y Combinator, W22 Cohort

Lead Product Manager

August 2022—March 2024

- Owned front-end consumer Product on Web, iOS, and Android for the leading player in the cross-listing space.
- From ideation through release, led a team of 20+ Developers, Designers, and QAs to tackle roadmapped features, bugs, and one-off optimizations.
- Led sprint planning and retros, determined feature/bug priority and story point allocations, authored and maintained PRDs and source of truth documentation, and resolved blockers.
- Communicated Product Development status via weekly all-hands meetings, monthly OKR update meetings, and rolling feature demos.
- Authored the Product roadmap, using a bespoke prioritization matrix to turn research, requests, and ideas into actionable initiatives.
- Managed the AB testing strategy for new features, evaluating the viability of UI designs for features pre-beta, and the impact of features in beta.
- Partnered cross-functionally with Business Development, Growth, Marketing, Design, Engineering, and QA to deliver business impact.
- Projects: 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 Management Tooling, etc.

EXPERIENCE, CONTD.



Grailed / Acquired by GOAT Group, December 2022

Integrated Marketing Manager

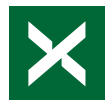
June 2022—August 2022

- 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 (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 and communicated 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 promotions rooted in activation and retention to diversify our portfolio. From ideation through execution, managed the entire endeavor 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.