Trey Heine

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SKILLS

Competencies

Product Strategy, Roadmapping, AB Testing, User Research, Sprint Planning (Scrum, Agile, Waterfall, & Kanban), Analytics Library Setup, Data Visualization, Graphic Design, UI/UX Design, Wireframing, Growth Hacking, Digital Strategy, Product Marketing, Copywriting, Process Creation, Go-To-Market Strategy

Tooling

Linear, Jira, Asana, Optimizely, Refiner, Braze, Leanplum, Intercom, Klaviyo, Notion, Stripe, Segment, Looker, Tableau, Google Analytics, Amplitude, Mixpanel, Metabase, Figma, Adobe Creative Cloud, Mobbin

EDUCATION

University of Southern California

Bachelor of Science, Business Administration, Magna Cum Laude

Deans Scholar, University Scholar, Renaissance Scholar, Global Leadership Scholar

Gasoline Group
Founder & Consultant   October 2023—Present

- Operate a boutique consulting agency catering to clientele across e-commerce, marketplaces, alternative assets, fashion-tech, and adjacent spaces.
- Work with clientele at varying stages of funding and company lifecycle, mainly focusing on Pre-Seed to Series A.
- Clientele stem from elite incubators around the globe, including La Maison des Startups LVMH, Farfetch Dream Assembly, IAC (QVC & HSN), Y Combinator, etc.
- Regularly interface with and support founders directly in defining strategic vision and positioning of companies in pursuit of VC backing.
- Services are unique to each client, but include authoring product roadmaps, minting customer journey segmentation, fractional CMO work, securing partnerships for beta tests, drafting proof-of-concept case studies, competitive research, etc.

Basic.Space / Acquired Design Miami, October 2023
Head of Product   March 2024—January 2025

- Managed 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 templatized ticket creation to keep the team in lockstep and mitigate misunderstandings.
- Partnered directly with the C-Suite to devise and communicate the roadmap.
- Championed data transparency and fidelity via minting and maintaining an Official Event Library, and deploying said events with Developers.
- Oversaw all Product Design, authoring the task backlog, assigning priorities, and managing critiques. Integrated Design workflows into Linear, to intertwine with 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 collaborated 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 Recommendations, 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, monthly OKR syncs, and feature demos.
- Authored the Product roadmap, using a prioritization matrix to turn research, requests, and ideas into initiatives.
- Managed AB testing of new features, evaluating viability of UI designs pre-beta, and impact of features in beta.
- Partnered cross-functionally with Business Development, Growth, Marketing, Design, Engineering, and QA.
- 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.

Grailed / Acquired by GOAT Group, December 2022
Integrated Marketing Manager
June 2022—August 2022

- Codified global editorial strategy via publishing a cross-channel calendar managing 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 CTR).

Retention Manager
May 2021—June 2022

- Owned the global comms strategy for all non-triggered email and push: forecasting, ideation, prioritization, production, QA, deployment, AB testing, and analysis. Comms included Merchandising, Product Marketing, Holiday, and Brand Partnerships with top-tier partners such as Arc'teryx, J Balvin, Pusha T, and Odell Beckham Jr.
- Built and owned the marketing calendar, mapping campaigns and daily outbound comms months in advance.
- Minted the global comms QA process and standardized rollout plan documentation to lift 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, lifting revenue 7-figures, corroborated by Data Science.
- Minted and managed the global QA process for email and push, which became a company-wide requirement.
- Contributed to activation and retention customer journey strategy via 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 & BizOps 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 the "Welcome Offer" evergreen activation mechanic, yielding record-low registration costs.
- 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.