

Ezra Mechaber

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Growing products and revenue by building scrappy teams with a love of data.

WORK EXPERIENCE

Glitch

Growth Lead, Product Strategy

March 2019 – Present

- Drive roadmap for paid subscription as key member of cross-functional Product Strategy Team to enable the next generation of coders. Run user research sessions with enterprise users and identify previously unknown drivers of product retention.
- Build data and experiment performance culture by implementing new analytics and experimentation platforms and processes. Opened access to data company-wide so engineers and C-Suite could see and move KPIs. Ran experiments resulting in 30% increase in homepage conversion, 20% improvement in paid subscriptions, and 300% increase in users to date.
- Work alongside CEO and COO to surface compelling data and user stories for board meeting and fundraising presentations.

American Civil Liberties Union

Deputy Digital Director

November 2017 – February 2019

- Evolved digital team into organizational top performer by growing team from 6 to 11, rethinking management practices, coaching direct reports, and overseeing \$7.6 million departmental P&L.
- Worked across engineering, design, and development to drive increased donations and advocacy, including a new million-dollar revenue stream and higher-converting SMS lead gen page that grew the list from 30,000 to 200,000 in six months with organic traffic. Managed seven-figure advertising spend.
- Partnered with analytics team to implement a data culture, increasing transparency and efficiency.

Precision Strategies

Principal Consultant

June 2016 – November 2017

Senior Associate Consultant

January 2015 – May 2016

- Steered nationwide organizations and Fortune 50 companies through political crises by overseeing digital and communications consulting teams that analyzed issues and implemented strategic solutions.
- Oversaw build and buy of 10+ websites, CRMs, and digital tooling systems.
- Brought in \$1 million in revenue by signing clients including Medium and the Gates Foundation.

The Obama White House, Office of Digital Strategy

Deputy Director of Email and Petitions

November 2013 – January 2015

Associate Director of Online Engagement

September 2011 – November 2013

- Created product strategy and growth roadmap with engineering team as product manager for petitions platform We the People. Grew platform from 0 to 16 million users, driving half of all site traffic.
- Oversaw enterprise Salesforce implementation to move multiple departments and tens of millions of records into a single, user-centric system to reach constituents. Drove \$500k in savings first year.
- Helped reach more Americans directly by doubling email list from 2 million to 4 million+ subscribers, implementing organic strategies to capture and convert more on-site visitors.

SKILLS

Product Analytics: SQL; Periscope; Amplitude

Web Dev: HTML/CSS; responsive email design

Martech: Segment; Customer.io; Salesforce

Marketing Cloud; Optimizely A/B testing

EDUCATION

University of Rochester

2011

Bachelor of Arts, Political Science and Religion

(cum laude)