

Jake Zamrzycki

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ABOUT

Product Management with a proven track record of innovation in emerging technologies and healthcare. My unique background lends itself to creative product ideation, strong cross-functional leadership and ability to tackle new and complex topics efficiently.

This has directly translated to my success in product, where I've developed and executed product management and marketing strategy. I have led cross-functional teams to develop products that are targeted towards market disruption, accessibility, and best-in-class user experience.

In my free time, cooking and eating international food are my hobbies. Books, movies and documentaries are how I recharge.

PRODUCT EXPERIENCE

Product Owner

Symplast Acquisitions

NOVEMBER 2022 - PRESENT

- Led the redesign and optimization of the payment UI/UX, collaborating closely with design and development teams, resulting in an increase in user satisfaction and a reduction in payment-related support queries.
- Successfully owned and executed the integration of a new payment processor, streamlining payment transactions, and ultimately contributing to an increase in annual recurring revenue
- Introduced and championed the implementation of monetary tipping functionality, empowering patients to express gratitude to providers seamlessly, driving a rise in tip utilization and reducing customer needs for third party software
- Formed relationships with key opinion leaders in the industry by traveling for on-site visits and representing Symplast's core values
- Ensured the compliance and security of both payment processing and patient health information by working closely with the development team to implement industry-standard protocols, enhancing client trust and maintaining data integrity.
- Acted as the primary point of contact for financials-related inquiries during customer onboarding, providing expert guidance and fostering positive client relationships.

SKILLS

Agile Methodologies
Customer Acquisition
Customer Retention
Product Roadmap Planning
Blockchain Methodologies
Cross-Functional Team Leadership
A/B Testing
Data-Driven Decision Making
B2B Communications
B2C Communications
Social Media Marketing
Wireframing
Figma
SQL

Strategic Product Lead

OCTOBER 2021 - NOVEMBER 2022

- Drove the product management and customer acquisition strategy on two blockchain products and generated a combined \$3.6 million in direct revenue and \$9 million in volume traded during the first 7 days on trading platforms
- Led product ideation and brought product management structure to a global startup in the blockchain space
- Used Agile methodologies and sprints to coordinate timelines of marketing and development to take a product from 0 to 1
- Achieved goals for Twitter followers pre-launch, reaching 60,000 followers in 6 weeks to promote customer acquisition using market research and Twitter analytics
- Networked and collaborated with 20+ large projects in the web3 space by pitching the unique value proposition of our products in B2B communications to grow brand awareness
- Formulated and executed the pre-launch marketing strategy for both products, utilizing the strengths of engineers and designers to achieve successful product launches

Strategic Product Advisor

Immutable + Zombot Studios

FEBRUARY 2022 - NOVEMBER 2022

- Created a community and marketing audit outlining the roadmap to build a strong web3 community and brand by establishing a vision and values, and ensuring the approach aligns for maximum impact
- Audited product strategy for post-launch products, considering both customer acquisition and retention given market conditions and product roadmap
- Refined product roadmaps with cross-functional teams centered around product drops in the post-launch environment
- Organized and hosted consumer-facing forums with multiple web3 projects to bolster brand awareness and build relationships with like-minded builders in the web3 space
- Presented marketing and product strategy as a speaker for online audiences of 100+ listeners from established web3 communities

HEALTHCARE WORK EXPERIENCE

Clinical Pharmacist

JULY 2018 - APRIL 2022

- Responded to hundreds of critical situations such as traumas, strokes and cardiac arrests as the domain expert for medication selection and dosing
- Developed a protocol for fixed-dosing of anticoagulation reversal in life threatening bleeds for cost savings (\$30,000 per year) and improved delivery time to the patients

PUBLIC SPEAKING

Product Marketing and Development in the web3 Space (*Discord 25+ listeners*)

Web3 Product Marketing Strategies in the Current Market (*Twitter Spaces, 100+ listeners*)

Product Innovation in web3 (*Twitter Spaces, 50+ listeners*)

Inpatient Pain Management of Opioid-Tolerant Patients (*Teleconference, 100+ listeners*)

EDUCATION

Albany College of Pharmacy and Health Sciences

2011-2017

Doctorate - Pharmacy (PharmD)