

SEBASTIAN VIDRET

Product manager

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SUMMARY

Data-driven Product Manager with a Growth marketing background. Specialized in designing interactive digital experiences with agile cross-functional teams. Notable achievement includes a 21% surge in product adoption following the launch of educational products. After 8 years of growth at Wix, ready for new opportunities in Product Management.

EXPERIENCE

Product Manager / Marketing Manager

April 2022 – Present

Wix.com, LTD (Wix Education team)

- Spearheaded the launch of a Coursera-inspired educational platform across three Wix brands, complete with a course/lesson catalog, live events, and ML-powered search, achieving a 21% boost in user acquisition.
- Reduced video upload SLA from 4 hours to 10 minutes by streamlining dependencies via new infrastructure, accelerating content deployment.
- Developed a native end-to-end RSVP platform for 211 in-person training sessions in 12 locations.
- Served as the sole Product Manager in an agile environment, coordinating bi-weekly to monthly sprints with cross-functional teams. Led roadmap planning to align company, UX, marketing, and business objectives.
- Executed a data-driven go-to-market strategy, integrating SEO best practices and launching multi-channel campaigns; achieving growth in traffic to education products for top user segments by 210%.

Product Manager

January 2019 – April 2022

Wix.com LTD (Wix Studio Team)

- Played a key role in developing Editor X, the first drag-and-drop web editor for web professionals, from concept to launch, collecting over \$4.1M within the first year.
- Introduced an industry-first live concurrent editing feature, cutting website build time by 4 hours and increasing team adoption by 8% YoY.
- Collaborated with upper management, Customers, and Support to define the platform's roadmap, emphasizing layout and collaboration features.
- Led bug backlog management with daily stand-up meetings, resulting in 70% decrease in bug resolution SLA.

Product Support Lead

January 2016 – January 2019

Wix.com LTD (Customer Care)

- Mentored and coached a 15-member technical support team across 4 countries.
- Initiated a company-wide collaborative strategy with product and marketing teams to share vital insights.

EDUCATION

University of Central Florida

Bachelor's Degree, Marketing

December 2016

Orlando, Florida

SKILLS

Product strategy, Agile Methodologies, Backlog Management, E-Commerce, Behavior-Driven Development Risk Assessment, Leadership, UX/UI, Web development, SEO, Web design, Branding and Identity, SEM