Daniel Herrada, MBA

Austin, TX | https://www.linkedin.com/in/danherrada/ | (813) 893-2223 | danherrada2018@gmail.com

Entrepreneurial Product Manager with 6+ years of experience creating simple solutions for complex problems in social media, telecommunications, fintech, and government contracting. Data-minded start-up founder with strong business and finance acumen driven to use creativity to innovate impactful products that help people.

Key Highlights:
- Drove 0 to 1 launch of Fintech app increasing engagement by 30% and boosting premium subscriptions by 20%
- Led end-to-end product development for social platform increased users 20% MoM & added 5,000+ users in 3 mo
- Developed & launched AI-powered platform reducing procurement time by 20% & improving cost efficiency by 12%

PROFESSIONAL EXPERIENCE

Co-Founder & Head of Product

Rhyple - Austin, TX   December 2022 - December 2024
Early-stage social media startup focused on democratizing monetization for all creators.

- Launched Rhyple's social platform from 0 to 1, leading end-to-end product development through user interviews, defining user personas, managing feature backlogs in JIRA, and conducting UAT, resulting in a 20% month-over-month increase in user acquisition and 10,000+ sign-ups in the first 3 months.
- Increased user engagement by 30% by defining KPIs aligned with OKRs, tracking success metrics through Mixpanel, and iterating on UX/UI improvements with Figma and Miro, leading to an average session time of 8+ minutes per user.
- Built and executed Rhyple's monetization model, integrating in-platform revenue tools and A/B testing, leading to 35% of active users engaging with monetization features in the first six months, generating $10,000 in transactional revenue
- Leveraged data-driven insights to develop market-fit strategy, conducting competitor analysis, user journey mapping, and engagement analytics with SQL and Power BI, ensuring product differentiation in the creator economy.

Product Manager, Internal Tools

Universal Spartan - Vine Grove, KY   March 2019 - March 2023
Inc. 5000 sourcing solutions provider delivering procurement services to state/federal governments & Fortune 500 companies

- Developed and launched an AI-powered procurement platform, leveraging workflow automation, predictive analytics, and supplier tracking tools, streamlining supplier selection, contract management, and purchase order tracking, reducing procurement cycle time by 20% and improving cost efficiency by 12%.
- Reduced support inquiries by 25% and saved 15+ hr/wk in administrative tasks by creating a centralized client portal through collaboration with engineering to integrate CRM, order management, and secure authentication systems.
- Optimized procurement and inventory workflows by integrating Google Sheets automation and Zapier, reducing stock discrepancies by 20% and improving supplier tracking across 250+ vendor interactions per month.
- Conducted research and stakeholder interviews, synthesizing insights into actionable process improvements that reduced manual reporting time by 40% and improved cross-team operational efficiency by 30%, earning a performance award from the CEO for driving company-wide impact.

Product Manager

Freelance - Austin, TX   July 2016 - December 2022

- Developed a customer retention dashboard for Verizon, leveraging SQL, Tableau, and predictive analytics, leading to a 15% decrease in customer churn and improving retention forecasting accuracy by 20%.
- Increased active user engagement by 30% and boosted premium subscription conversions by 20% within the first six months through 0 to 1 launch of fintech app, integrating automated budgeting, real-time expense tracking, and financial insights using React Native, Firebase, and Stripe.
- Spearheaded automation initiative for reporting and testing workflows in an early-stage SaaS startup, cutting manual processes by 50 hr/mo by implementing Zapier and Google Sheets automation, accelerating release cycles by 25%.
- Implemented data-driven A/B testing frameworks across multiple projects, improving conversion rates by 20% and optimizing user experience through actionable insights.

Officer Candidate
Kentucky Army National Guard - Glasgow, KY   January 2018 - March 2020

- Led cross-functional training initiatives, collaborating with senior officers and peers to develop structured training programs, improving team coordination, strategic planning, and adaptability among candidates.
- Implemented data-driven decision-making strategies by analyzing training performance metrics and feedback, optimizing training processes that enhanced efficiency, collaboration, and leadership development

EDUCATION

Master of Business Administration, Entrepreneurship   2024
University of South Florida, Tampa, FL

Bachelor of Business Administration, Finance
Bachelor of Science in Business and Economics, Economics
University of Kentucky, Lexington, KY

CERTIFICATIONS

Certification: Professional Scrum Product Owner I (PSPO I)   2025
Scrum.org

Certification: Professional Scrum Master I (PSM I)   2025
Scrum.org

TECHNOLOGY

Tableau, Looker, SQL, Power BI, JIRA, Confluence, Asana, Trello, Notion, Figma, Miro, Google Analytics, Mixpanel, Python, Excel, Google Sheets, Airtable, Hubspot, Salesforce, Slack, Github, Postman, Firebase, AWS, Azure, Zapier, React, HTML/CSS, Salesforce

SKILLS

Product Strategy, Roadmap Development, Agile (Scrum, SAFe, Kanban), Sprint Planning, Backlog Grooming, Epics & Stories, Feature Prioritization, Go-To-Market (GTM) Strategy, Product Lifecycle Management, Monetization Strategy, Business Model Development, Stakeholder Management, Cross-Functional Collaboration, Release Planning, User Research, Market & Competitive Analysis, Customer Discovery, Data-Driven Decision Making, KPI Development, Product Analytics, A/B Testing, UX/UI Optimization, Design Thinking, Customer Feedback Integration, Usability Testing, Research & Trend Analysis, User Story Mapping, Acceptance Criteria, API, Business Analysis, Data Analysis, Forecasting, Product Requirements Docs (PRD), Workflow Automation, Process Improvement, Digital Transformation, 0-1 Product Development, B2C, B2B, B2B2C.