Demian Faunt

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Product Management Expert

Product Monetization | Digital Media Production | Project Management

Agile Product Manager with 15 years of expertise delivering optimized, best-in-breed features to top notch digital media brands. As a product evangelist who thrives on innovation, design, collaborative work environments and creating synergy between verticalized teams. Consistently creates high-level project plans for full product iterative development life cycles including requirements gathering, scoping, timeline development, and transparent stakeholder communication.

▶ EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Communications and Journalism | Ramapo College of New Jersey | Mahwah, NJ

Certifications and Training : Certified Scrum Product Owner (CSPO), Agile and Scrum Methodology, Waterfall

▶ TECHNICAL PROFICIENCIES

Privacy & Identity: GDPR | CCPA | CRPA | Onetrust | TCF 2.0 | UID 2.0 | GPP | GPC | IAB

CMS Building: Drupal | Wordpress | Vignette | Joomla | Homesite | Headless CMS | ModX

OTT Monetization: Live Streaming Video | Video Feed Syndication | iOS/Android | Roku | Apple TV | Amazon Fire | Google Ad Manager

UX Wireframing : Miro | Zeplin | Figma | Sketch | Omnigraffle | Visio | Axure | Lucidchart

Project Management: Basecamp | TRAC | JIRA with Confluence | Trello

Analytics: CoreMetrics | Chartbeat | Omniture | Moat | Optimizely | BlueKai | Comscore | DoubleVerify

▶ PROFESSIONAL EXPERIENCE

PRINCIPAL PRODUCT MANAGER - ADS & MONETIZATION | Yahoo | Feb 2023 - Present

Owned all ad monetization product efforts for Yahoo products and platforms.

- Drives monetization priorities across Yahoo through the full product lifecycle — from strategy and ideation to development and rollout.
- Works closely with design, engineering, and leadership teams to propose, develop, and launch new and differentiating experiences for Yahoo users.
- Operates effectively within all levels of the organization through idea generation and data-driven iterative solution
- Uses deep understanding of user experiences, features, design, as well as ad platforms and technologies to impact present and future product initiatives.
- Leverages analytical and quantitative skills using hard data and metrics to back up assumptions and develop business cases
- Defined the product roadmap and priorities for new monetization integrations and data-driven consumer products
- Works on a daily basis with the design and front-end engineering teams as well as convey backend platform needs and functionality

ASSOCIATE DIRECTOR REVENUE PRODUCT | Dotdash Meredith | Sept 2020 - Feb 2023

Owned all revenue initiatives for all DDM products and platforms.

- Developed and socialized product roadmap and strategy with CROs, GMs, Sales, Ad Innovation, Product and Senior

Management.

- Lead conversations improve ad delivery to provide for a great user experience.
- Developed new features and strategies to drive company revenue & growth.
- Determined the appropriate use of first-, second-, and third-party data with our ad inventory, while complying with privacy regulations and industry technology standards.
- Coordinated with fellow Product Managers and Technology Leaders on various cross-team/vertical projects
- Facilitated process definition and define business rules by partnering with internal teams responsible for pre-sales, sales activation, and post-sales.
- Mentored and coaches junior product managers

PRODUCT MANAGER │ ABC News │ July 2016 - May 2020
Owned monetization of Disney "news vertical" offerings such as ABC News, Good Morning America, and 538.

- Introduced new web and video streaming products on ABC News platforms, as well as third party distribution and syndication partners (Verizon/Yahoo, AOL, MSN, Haystack, and Apple News).
- Spearheaded a complete tear down of all ad experiences across Web, Mobile, App and OTT.
- Managed user stories and LOE scoping with scrum development and UX design teams.
- Drove new business, ease of use digital experiences, and technological designs through seamless collaboration with editorial, business development, sales, product management, R&D, analytics and engineering teams.
- Created shared and streamlined workflows/content types between 538 and ABC News/Good Morning America.

SENIOR PRODUCT MANAGER │ Advertising Age │ Jan 2015 – Nov 2015
Guided web design and development teams in defining and testing both front end and back end products for users and editors, as well as collaborated with the content team to conceive and develop new ways to tell stories.

- Successfully launched a subscription service for Ad Age's customer base and with several paid levels of service including unlimited article access, access to Creativity and Data Centers, and inclusion to offline events.
- Translated editorial, user, and business needs into product requirements, which were used to develop user stories.
- Created custom CMS builds using Drupal and Wordpress.
- Fostered healthy, transparent stakeholder and developer relationships by setting and managing expectations, determining business priorities, and developing timelines.

DIGITAL PRODUCT CONSULTANT | Time Inc. & Others │ May 2013 – Jan 2015

- Consulted for Sportsillustrated.com in the areas of structured data, newsletter strategy, and redesign, as well as served as the product lead for Golf.com.
- Project managed Golf.com website front/back end Drupal migration/redesign and Pace University web projects.
- Delivered consultative services in web development, content management builds, SEO strategy and eCommerce cart integration for tri-state area clients.

DIRECTOR OF PRODUCT │ American Media Inc. │ Jul 2011 – May 2013
Supervised a digital production team of 10, overseeing day-to-day site management, including streamlining workflow and processes to increase productivity and revenue.

- Generated overall YOY traffic increase for all of the 10 digital publishing properties, resulting in 41M unique visitors monthly and 194M page views monthly.
- Strategized solutions leading to Shape.com's YOY increases of 176% in unique visitors and 133% in page views.
- Served as product head for site initiatives like site redesigns, recipe finders, workout tools, and mobile experience.

WEB PRODUCER │ **Rodale Inc.** │ Jun 2007 – Jun 2011
- Handled all Vignette-based CMS functionality requests from Editorial stakeholders.
- Managed all social media accounts and initiatives.
- Spearheaded all mobile initiatives including iPad, apps, and mobile web development.
- Managed implementation projects and project teams for site and community development.

SENIOR WEB EDITOR │ **Doityourself.com** │ March, 2003 – Jun 2007
- Created and maintained content for a leading home improvement website with an editorial staff of 10.
- Represented the company at several industry trade shows.
- Responsible for transferring the site to new owners after acquisition and oversaw daily operation of Doityourself.com.
- Managed and hired full-time editorial staff of 10, hired and and top-edited 15 freelancers, supervised 4 developers.