

MAXIM PEKARSKY

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SKILLS

Product

- JIRA/Confluence
- Looker
- Google Analytics
- Agile development
- A/B testing
- Excel
- People management
- User research

Technical

- HTML/CSS
- JavaScript (ES6)
- Node + Express
- Ruby on Rails
- Socket.io
- Firebase
- MongoDB
- SQL

INTERESTS

- Music composition (film music)
- Programming
- Behavioral economics
- Decision theory
- Music discovery systems
- Fencing

EDUCATION

BINGHAMTON UNIVERSITY

BS, cum laude, 2012
Financial Economics,
Music Composition

EXPERIENCE

MAYOR'S OFFICE FOR ECONOMIC OPPORTUNITY

New York, NY

Product Management Apprentice

Mar 2018 – present

- Assist senior PMs in defining and tracking KPIs for ACCESS NYC online benefits portal.
- Spearhead Google Analytics integration. Collaborate with engineering and content to define requirements and manage implementation; build KPI dashboards for the team.

HACKTERMS.COM

New York, NY

Founder

Sep 2017 – present

- Designed, built, and grew a crowdsourced dictionary of programming terms to 1100+ terms from 750+ users. Defined product roadmap and KPIs, prioritized user feedback.
- Built the site with Node/Express, Mongo, and Javascript following Agile methodology.

CODECADEMY

New York, NY

Product Operations Associate

Dec 2015 – Jul 2017

- Collaborated with key stakeholders across engineering, product, and content teams to design, test, build, and deploy a tutoring feature serving 5000+ paid users.
- Managed the ideation and development of a user-facing project review feature serving 2000+ paid users. Defined MVP product spec, collaborated with engineering and design to build, deploy, test, and support for the feature, leading to a 250% increase in NPS.
- Defined and reported on key success metrics for two tutoring products using Excel, SQL, and Looker (NPS, completion, churn, confidence, demand by language).
- Built and scaled internal systems (scheduling, SOPs, KPIs, user feedback), enabling 120+ remote tutors to teach thousands of international users across two paid products.
- Hired and managed two remote teams of 120+ tutors. Managed two hiring contractors.

INDIEGOGO

New York, NY

Manager of Outreach

Mar 2015 – Oct 2015

- Researched, identified, pitched, and guided individual hardware campaigns throughout the campaign cycle leading to multiple fundraises of \$50,000+, totaling over \$450,000.
- Designed and built mass-scale account maintenance workflow using third-party tools (Zapier, Typeform, Salesforce, AppleScripts) saving the team 5 hours/week.
- Implemented an email outreach strategy to engage inactive campaigns leading to a 350% increase in dormant campaign activation.

MAXIRETURN SERVICES

Brooklyn, NY

Electronic Health Records Consultant

Mar 2013 – Mar 2015

- Supported medical software integration across 10+ hospital units. Provided technical training to doctors during critical patient care in a zero-mistake environment.

PROJECTS

TheyGotFit.com

2015 – 2016

Designed and built a platform to share and search before/after progress photos that match a user's fitness goals based on weight & height. *Rails, JS, Bootstrap, PostgreSQL*

Explorchestra

2009 – 2012

Co-founded and led a 35-piece composers' orchestra that premiered over 75 original pieces. The orchestra continues to thrive and has premiered nearly 200 new pieces to date.