Zaria Smalls

Zaria.Smalls@gmail.com | 718-419-6343 | www.zariasmalls.com
Brooklyn, NY 11221

WORK EXPERIENCE

Thoughtstream Venture Studios, New York, NY   Feb 2023 - Present
Co-Founder
- Leading the 0 → 1 development of an ML music ed-tech venture, currently in beta testing and invested in by one of the founders of Learn Capital
- Hired 2 engineers to create the founding team; Leading the validation of the customer problem and business
- Defined and designed core features of the beta of this business.
- Conducting user research sessions and driving sales and outreach efforts for customer acquisition

Twitter, San Francisco, CA   Sept. 2019 - Nov. 2022
Sr. Product Manager, Spaces
- Product lead on Spaces hosts' user experience and Spaces creator tools for Twitter iOS, Android, and web
- Led a 15 person team of engineering, design and research to execute against the Spaces strategy, roadmap and OKRs
- Developed a multi-quarter strategy and vision for Spaces hosts and creators focusing on new user acquisition, retention and long-term creator ecosystem that laddered into Spaces effort to achieve product-market fit
- Partnered and sourced companies for acquisition and acquihire alongside our M&A department to help advance Spaces to the next stage of development. Grew Spaces product team from 2 to 5 to fully cover team needs.
- Led the 0 →1 development of several core Spaces functionalities including: Co-hosting which unlocked pro-publisher activations and monetizable partnerships; Host Analytics which increased host retention by 5%; Recorded Spaces resulting in a 10% daily listenership increase, Scheduled Spaces which drove 2x listenership participation, and interoperability features including Community Spaces and Exclusive Spaces
- Owned iterative experimentation for Space creation and product decisions that resulted in a 15% increase in Space creation and new strategic vision for the Spaces team
- Owned the development of a monetization strategy for Spaces and Spaces creators. Spearheaded efforts on a monetized DMs product

Product Manager, Misleading Information - Health of the Platform
- Developed and implemented a visibility strategy to combat the spread of misleading information on the platform resulting in an 85% decrease of impressions on actioned misleading Tweets on targeted surfaces
- Implemented internal tooling to enable scaled enforcement of misleading information Tweets, decreasing review and action time from 16+ hours to under 20 minutes
- Improved media enforcement tooling for misleading information to utilize fingerprinting and ensure automated and scaled enforcement
- Prioritized and defined the Misleading Information's team-wide product roadmap on a quarterly basis

Product Manager, Consumer Privacy
- Created the product strategy for Twitter's largest inactive account offboarding flow and launched an email campaign resulting in the reactivation of 500k+ accounts and deletion of millions of accounts
- Led 4 product reviews with product leadership and C-suite resulting in 2 approved product roadmaps for top priority company initiatives

PROJECTS

Rethinkable   Jan 2023 - Present
- Developing a budgeting app that is helps people curb overspending and impulse purchases by interrupting a online purchase flow with relevant financial information
- Accepted into Future Founders startup bootcamp, a program that provides the top-idea stage founders with the skills, tools and network to get their business off the ground, and winner of their pitch competition
- Created a waitlist of over 200 usersfor Rethinkable; Created the designs and defined the features for the MVP

EDUCATION

Harvard University, Cambridge, MA   May 2019
B.A. in Design Engineering with Social Change through an Electrical and Computer Science Engineering track

SKILLS & INTERESTS

Skills: Product roadmapping; Product strategy; Experimentation; A/B Experimentation; iOS and Android Development; User Research; Data Analysis; Agile software development; HTML/CSS; Python; Storyboarding; Journey Mapping; CAD Modeling
Interest: Sustainable Technology Development, Dance, Travel