



Marc Anthony Rosa

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education

The University of Notre Dame
BS, Mendoza College of Business
Finance, Mgmt. Entrepreneurship
Fall 2008 - Spring 2012

Franklin College of Switzerland
Summer 2010

skills

Interface Design

Sketch 3 | Invision Prototyping |
Balsamiq Wireframing

Front-End Development (junior)

HTML & CSS | JavaScript |
jQuery | Bootstrap

Digital Communication

MailChimp | Google Analytics |
Product Marketing | ASO

Lean Startup Methods

Customer Development |
Product/Market Validation |
Lean, Agile, and Scrum practices

Microsoft Office

Word | Powerpoint | Excel

work experience

Product Creator

Buffer, Inc.
July 2015 - June 2016

Lead multiple product teams in designing, building, and growing features for Buffer's SaaS product and sister company, Respond by Buffer.

Designed features by writing specs, wireframing prototypes, and creating high-fidelity interfaces with Sketch.

Used Customer Development methods and data analysis to research product hypotheses, validate solutions and define requirements for the product roadmap.

Helped define the interface, functionality, pricing & positioning, go-to-market strategy, and launch for Buffer's first acquisition, Respond.

Responsible for the growth and product roadmap of Buffer's Social Media Calendar, Respond, Multiple Composers, Buffer for Video, and additional products used by two million users.

Product Manager

Dose Media (formerly Spartz Inc.)
September 2013 - July 2015

Created the suite of internal tools used to write & distribute content; including a custom CMS, a content analysis tool as well as a viral ranking tool.

Designed and launched 4 mobile apps generating over 400K downloads.

Worked with the design team to validate assumptions and UX through Customer Development, wireframing, prototyping, and usability testing.

Collaborated with the engineering team to define product specs, deploy MVP tests and feature releases, and iterate the products

Paid Search Analyst

Red Ventures
January 2013 - September 2013

Developed paid search direct-response marketing strategies for the 2nd largest partner with a \$350k/month budget.

startup experience

Founder, CEO

Cannonball Projects, Inc.
March 2011 - August 2011

Created and launched an investor-backed social planning app.

Owner, CEO

DormDrinks, LLC
January 2010 - February 2011

Led a ten-person student-run online grocery delivery company for university dorm service.

leadership and accomplishments

Contributing Author

The Launch Life
2013

Tech and Startup Columnist

The Observer
Fall 2011 - Spring 2012

First Place Winning Team

Notre Dame's StartupWeekend
Spring 2012

Entrepreneurial Scholar and Scholarship Recipient

McKelvey Foundation
Spring 2008

about

Product Manager for startups and growth-stage technology companies, with experience building SaaS and consumer applications for two million users.