




# Nicholas A. Smolney

Seasoned product manager focused on advertising, online platforms, mobile and responsive web products.  
Technical background and former developer.

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New York, NY 

[www.nsmolney.com](http://www.nsmolney.com) 

## Work Experience

2019 – Present

New York, NY

### Product Manager

Dailymotion (Video Advertising)

- Opened up Connected TV inventory to programmatic buyers and orchestrated go to market strategy
- Transformed our publisher facing product to include self-service monetization features

2016 – 2018

New York, NY

### Product Manager

PulsePoint (Programmatic Advertising, Health Marketing)

- Increased usage (25-50%) and customer happiness (10-25%) across advertising product suite
- Researched and developed new viable products to pursue new health initiatives

2015 – 2016

New York, NY

### Business Product Owner

MediaRadar (Advertising Intelligence SaaS)

#### Optimizing existing products & services

- Within 6 weeks, saved the company \$200k annually. Modified the rate of sampling with negligible impact to the breadth of data
- Analyzed competing products, determined features needed to surpass, and lead development and go-to-market strategy.

#### New offerings

- Analyzed viability and ROI of including tracking YouTube and TV. Greenlit and implemented solution.
- Programmatic detection of native advertising. Returned 5x the results for same cost.

2013 – 2015

New York, NY

### Contract Product Management

- Launched Wall Street Journal conference app as well as WSJ What's News app for both Android and iOS
- Increased revenue by 10% for prankdial.com
- Built crowdfunding platform for student scholarships for University of California. Raised more than \$1M

2007 – 2012

New York, NY

### Senior Director Creative Services

Crisp Media (Advertising Tech)

- Product owner of B2B ad creation SaaS platform (2010-2012)
- Managed product features for our proprietary CMS and mobile website SaaS solution (2007-2010)

Product Mgmt



Technical



Biz Analysis



Design



Process



## Skills

### Product Management

MVPs, Roadmaps, User stories, User acceptance testing

### Technical knowledge

Technical specs, APIs, Code Comprehension  
HTML5, Javascript, CSS3, Java, C++, PHP, SQL

### Business Analysis

Analytics, A/B testing, Cost analysis, Revenue forecasting, KPIs  
Google Analytics, Omniture, Mixpanel, Excel

### Design

Mockups, Wireframing, UX  
MS Visio, Balsamiq, Photoshop, Axure, Powerpoint, Keynote

### Process Management

Budgeting, Stakeholder mgmt, Agile, Kanban, Waterfall  
Basecamp, Jira, Smartsheets, MS Project, Trello, VersionOne,  
Asana, LeanKit, Fogbugz, Assembla, Mantis, Confluence

## Clients

### Publishing:

A&E, Conde Nast, CNN, Discovery, Fandango, NBC Sports, Gannett, HFM, NBC, NPR, People, USA Today, Time, Turner, The Wall Street Journal, WWE

### Advertising:

AKQA, American Express, AOL, AT&T, Audi, BBDO, Bloomberg, Chase, Chevy, Clear Channel, Coach, Digitas, Disney, ESPN, Exxon Mobil, GM, HBO, Hitachi, Hyundai, Intel, JCDcaux, MTV, Paramount, REI, Subaru, Toyota, University of California, VW, Weather Channel, WSJ

## Education

Rutgers University

May 2003

B.S. Computer Science, B.S. Physics  
Cum Laude, Dual departmental honors

## Interests

Community volunteering, biking, snowboarding, gardening