

# TYLER COLE

Digital product manager, growth strategist, and entrepreneur

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## MoMA

### Senior Product Manager

August 2022–Present

- Leading digital projects to grow MoMA membership revenue through conversion and retention experiments
- Conducted A/B tests on pricing page designs, resulting in a 13% increase in conversion rate and adding \$550K to the annual run rate
- Optimized email solicitations through A/B testing, boosting newsletter subscriptions by 350%
- Repositioned auto-renew messaging on checkout page, increasing adoption by over 20%
- Launched a member onboarding experience to improve first-year retention and enable future user segmentation
- Developed an online event eligibility interface, driving member conversions and upgrades while improving the user experience

## ATLAS OBSCURA

### COO

September 2016–January 2021

- Managed Product, Engineering, Design, Audience, Marketing, PR, Finance, and HR teams, driving cohesive and strategic operations
- Drove digital sales strategy of NY Times best-selling book *Atlas Obscura: An Explorer's Guide to the World's Hidden Wonders*
- Led the successful integration of Experiences product with lead investor Airbnb
- Implemented company-wide Objectives and Key Results (OKRs) and introduced a daily KPI email to align goals and improve performance metrics
- Assumed the role of interim CEO during critical 2020 leadership transition

### Head of Product

March 2015–August 2016

- Built a high-performing Scrum team and completed an on-schedule redesign
- Implemented a successful SEO strategy that helped increase website traffic fourfold, from 2M to 8M monthly unique visitors
- Drove the launch of innovative products, including a list creation tool, affiliate storefront, and trip merchandising pages

## SHUTTERSTOCK

### General Manager, Skillfeed.com

July 2014–March 2015

- Managed cross-functional team and P&L for “startup-within-a-startup” online-learning platform

### Product Director

February 2012–March 2015

- Hired and launched Conversion team focused exclusively on rapid, revenue-driven A/B testing
- Managed Customer, Contributor, Revenue, Conversion, and Mobile product owners as Shutterstock grew annual revenue from \$120M to \$328M
- Mentored new product owners on Agile, Scrum, and working with stakeholders
- Launched Facebook ad partnership and new subscription products

## EDUCATION

### Bachelor of Arts

*English Language & Literature*

University of Chicago

### Certificate

*Internet Design & Technology*

San Francisco State University

## EXPERTISE

A/B Testing

Agile Software Development

Progressive Web Apps

Pricing

Scrum Software Development

SEO

Subscription Models

Usability Testing

Web Analytics

## TECHNOLOGIES

CSS

HTML

JavaScript

MySQL

PHP

## ETC.

Designed and taught 14-hour

Usability course at NYU

Completed product training with

Marty Cagan

Volunteered for InvisibleHands

NYC poll worker

## **Revenue Product Owner**

November 2010–January 2012

- Led Scrum team responsible for optimizing conversion and retention while maintaining essential payment processing systems
- Innovated and evaluated product packaging, pricing strategies, and user signup processes to maximize conversion
- Instituted A/B testing frameworks and championed a culture of continuous improvement and data-driven decision-making

## **TRAVELOCITY**

### **IgoUgo.com Product Manager**

June 2007–October 2010

- Led IgoUgo.com to record revenue as interim General Manager
- Directed SEO initiative that increased daily organic search referrals by 200%
- Managed all existing and potential B2B partnerships

### **IgoUgo.com Design, Editorial, and Usability Manager**

October 2005–May 2007

- Managed 12-person Design and Editorial team
- Instituted and conducted regular usability testing
- Oversaw a technical optimization effort that halved average page load times

## **Bored Button**

### **Founder & Sole Proprietor**

January 2006–Present

- Designed, built, and continue to maintain boredbutton.com and 15 associated properties including guessthepin.com, colorassociations.com, faceguesser.com, and emojiphrasebook.com.
- Grew total network traffic to more than 6M monthly visits and 40M monthly page views