

Firdely Dja

Lead | Senior Product Manager



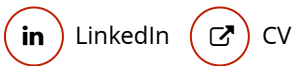
Product Management

Growth Hacking

Digital Strategy

Leadership

Effective Communication



With 9+ years experience in different Tech & Media company, I am passionate about solving user problems through all the product lifecycle.

I am a quick learner with a proven track record in my previous role, including Strategy to Roadmap, User Research, User Acquisition, and Delivery. I am also data-driven, leveraging data for decision making and drive product success.

Firmly, I believe that creating high-performing products requires key people collaboration from diverse backgrounds.

As a team player with strong leadership qualities, I strive to be fair and humble. I excel at transforming complexity into simplicity and am highly regarded for my communication and collaboration skills. I am always willing to go the extra mile to ensure the successful completion of a project.

So feel free to contact me.

Driving License

📍 France

✉ firdely.dja@gmail.com

EXPERIENCES

Senior Product Manager

Meetic (Match Group) - Since April 2020



- ▶ Strategy & Vision:
Define and communicate product vision and strategy to stakeholders
Establish key success metrics: adoption, business impact, engagement
Led migration assessment and recommendations on a new platform US/EU
- ▶ Discovery & Design:
User research and data analysis to identify pain points and technical needs
Prioritize problems and solutions and defined MVP.
- ▶ Delivery:
Define requirements, user stories, UAT (Confluence, JIRA, Notion)
Built development roadmap and managed sprint with EM
Managed change activities (demos, release mail, trainings)
- ▶ Transition from feature team to impact team:
Working with various team composed (EM, Devs, UI/UX Designer, QA)
Team to improve top of the funnel
Team to ensure Authenticity, Trust & Safety
Manage a Junior PM

Head of Mobile App & Growth

Prisma Media - February 2017 to April 2020



- ▶ Define product strategy & vision for Mobile apps with product leaders, market leads & stakeholders for 13+ brands (Télé-Loisirs, Voici, Capital..)
- ▶ Define acquisition strategy for 13+ brands using organic (CRM, push) and paid (Google Ads, Snapchat, Search Ads) channels to drive growth and maximize ROI.
- ▶ Monitor, analyze, and report on KPIs to ensure marketing and product initiatives are driving profitable
- ▶ Managed a team of three Product/Acquisition Managers responsible for product cycle development and growth strategies
- ▶ Audited & led migration to new attribution tool and CRM push notification systems for better tracking and improve user engagement
- ▶ Brought Paid Ads campaigns in-house to optimize and directly control ad spend and performance

Mobile Product Manager

20 Minutes - March 2015 to January 2017 - Paris - France



- ▶ Managed mobile app delivery on the leading OS (iOS, Android, Windows) through all its phases, including Solution Design, Planning, Build, Monetization and Test, Deployment and transition to Maintenance
- ▶ Successfully managed a complete redesign and launch of apps on Windows 10, Android and iOS platform
- ▶ Worked with high functioning technical teams including mobile solution architects, designers, creative team and developers to deliver mobile app
- ▶ Planned and scheduled project activities, tasks, milestones and deliverables
- ▶ Driven new user acquisition through multiple ad partners while owning optimization decisions based on LTV and ROI evaluation
- ▶ Continued to improve our analytic tools and ASO for managing, analyzing, and optimizing user acquisition
- ▶ Worked with marketing, sales and internal teams to promote the brand
- ▶ Status reporting (regular audience/performance data gathering) to managers and stakeholders on the progress of mobile projects, key issues and risks
- ▶ Identified and defined users' problems, as well as managing throughout entire solution process

EDUCATION

AI for Product Management

PENDO I MIND THE PRODUCT

Since 2024

Product-led Certification

PENDO I MIND THE PRODUCT

Since 2024

Master Degree : Professional Program in Digital Business, option Digital Project Manager

DIGITAL SCHOOL

2016

Train operational managers in Digital Business. Develop the necessary skills to define a strategy, manage and pilot Web and Mobile projects.

Digital Media and Web development

Project Management: Functional specifications, wireframes, storyboard, planning...

Visual Media, Branding and Creativity: Photoshop, Illustrator, InDesign

SKILLS

Product Management

- ▶ Discovery
- ▶ User research
- ▶ Good communication skills
- ▶ Design Thinking
- ▶ Lean/ Scrum
- ▶ UX Writing
- ▶ Strategy & vision

Software

- ▶ Microsoft Office
- ▶ CMS
- ▶ Design
- ▶ Balsamiq

Language

- ▶ English (fluent)
- ▶ Spanish (notions)
- ▶ German (notions)

INTERESTS

Sports

- ▶ Volley ball
- ▶ Yoga
- ▶ Fitness