

Christian Santos

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EXPERIENCE

Product Manager | FOX Entertainment (TMZ Division)

March 2023 - Present, Los Angeles, CA

- Owned the full product lifecycle of a 6 month CMS V2 migration (the largest platform overhaul in the division's history), shipping on time with zero downtime and improved lift in content publishing speeds across TMZ and TooFab.
- Drove discovery across 5 editorial and production teams, authored the PRDs and user stories defining the CMS V2 feature set, and led a phased 3 stage rollout that surfaced and resolved workflow issues before full org launch.
- Launched vertical video on TMZ.com mobile web, capturing 40% of all mobile video views within the first month.
- Redesigned the TMZ Tours website and expanded the product line with 2 new bus tours leading to increased ticket sales.
- Shipped a homepage podcast widget after identifying a growth gap in audio distribution, generating 100K+ incremental monthly downloads across web and mobile.
- Migrated TMZ newsletter marketing from AWS to Braze, replacing hand coded templates with drag and drop templates with direct CMS API integration, tripling production speed.

Digital Project Coordinator | 17Live

May 2022 - September 2022, Los Angeles, CA

- Co-designed leaderboard and gamification mechanics for live streaming events that drew 400+ active participants per event and grew session length on live content, while coordinating 5 live events per month.
- Used audience analytics to drive a scheduling strategy timed to peak culture moments, lifting user retention 15%.

Risk Adjustment Specialist | Molina Healthcare (Contract via TalentWave)

December 2019 - December 2021, Long Beach, CA

- Validated demographic, diagnostic, and treatment data across large datasets, improving documentation accuracy and audit readiness for risk adjustment reporting.
- Maintained patient medical records under strict HIPAA access controls, supporting data integrity workflows across multiple teams.

PROJECT

PixelBay: Native macOS Screen Recorder

May 2026 - Present

- Designing and building a native macOS screen recording app that cuts editing time for creators. Identified a gap in existing recorders, which rarely support segmented scene based capture, keyboard shortcut zoom triggers, or appending new takes to a project, and made all three the core differentiators.

Ducky Deploy: Changelog & Kanban Platform

January 2026 - Present

- Shipped a multi-tenant SaaS platform for shared changelogs and roadmap boards, including subdomain based workspaces and tenant isolation. Solo built from start to finish (user research, PRD, design, and engineering) in Next.js, TypeScript, and Supabase, deployed on Vercel.

SKILLS

Product Management: Product Roadmap, Agile/Scrum, PRD Writing, User Stories, Backlog Prioritization, OKRs, KPIs, Go-to-Market, Stakeholder Management, User Research, Discovery

Analytics & Data: SQL, A/B Testing, Amplitude, Adobe Analytics, Google Analytics, Chartbeat

Technical & Tools: AI/LLM Tools (Claude Code, Codex, Cursor), Git/GitHub, Jira, Confluence, Figma, Vercel, Replit, Supabase, Braze, Salesforce, Google Ad Manager
