Christian Santos

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EXPERIENCE

Product Manager

TMZ **March 2023 - Present, Los Angeles, CA**

- Led a six-month CMS V2 overhaul involving 10 engineers, 2 designers, 5 senior stakeholders, and a 40-50 person editorial team resulting in over 30 enhancements bringing down core publishing processes from 15 steps to 8.
- Championed product discovery, requirements gathering, prioritization of the backlog and phased rollouts for editorial tooling, converting business challenges into MVPs, user stories and acceptance criteria.
- Created an internal product hub for 50+ newsroom employees encompassing CMS documentation, roadmap management, feature requests and bug reports using automation for ticket intake and GitHub management.
- Managed competitive research, build vs buy analysis, vendor selection, and launch of a short-form vertical video experience on TMZ.com mobile website. This project achieved 40% of mobile video views on day one and 60% after three months.
- Launched a homepage podcast listening experience creating over 100K additional podcast listens per month via web and mobile channels.
- Migrated the newsletter production process to Braze via CMS API integration, speeding up production by three times while lowering operation expenses.
- Collaborated with engineering, design, editorial and business teams on content experience improvement including ad integrations adding approximately $50K to monthly revenue.

Digital Project Coordinator

17LIVE **May 2022 - September 2022, Los Angeles, CA**

- Collaborated on gamification and leaderboard experiences for livestream events supporting 400+ active participants per event.
- Analyzed audience engagement and event performance to optimize programming schedules, contributing to a 15% increase in user retention.
- Coordinated live-event execution and digital experience improvements across production and operational stakeholders.

Risk Adjustment Specialist

Molina Healthcare **December 2019 - December 2021, Long Beach, CA**

- Validated large-scale healthcare datasets, improving documentation accuracy, data integrity, and audit readiness.
- Maintained sensitive records and supported consistent information management across operational teams.

PROJECTS

PixelSnitch | Chrome Extension

May 2026 - Present

- Built and launched PixelSnitch, a Chrome extension that transforms X posts into customizable, shareable images, owning product strategy, UX/UI design, development, and release. (View on Chrome Web Store)

PixelBay | Native MacOS Screen Recording App

May 2026 - Present

- Designing a native MacOS screen-recording and content-creation application, defining feature requirements and workflows for segmented recording, scene management, and simplified video production.

SKILLS

Technical & Collaboration: iOS/Android Product Development, Jira, GitHub, Figma, Braze, TypeScript, Stakeholder Management, Cross-Functional Leadership

Analytics & Experimentation: A/B Testing, Audience Analytics, Engagement Metrics, Retention Analysis, SQL, Amplitude, Adobe Analytics, Google Analytics

Product Management: Product Strategy, Roadmapping, Product Discovery, PRDs, MVP Definition, User Stories, Acceptance Criteria, Agile/Scrum, Backlog Prioritization

Content & Experience Tooling: Content Management Systems (CMS), Editorial Publishing Workflows, Internal Platforms, Content Operations, Workflow Optimization, API Integrations, Digital Media Products