

# GINA BLAKE

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## SUMMARY

Passionate, curious product leader with extensive experience managing all aspects of project lifecycle including roadmap prioritization, user and design research, go-to-market strategy, branding, content generation, client and partner communications, agile development, and scrum team ownership.

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## PROFESSIONAL EXPERIENCE

### Product Manager, *TRÖV*, New York, NY

2016 – 2019

*Digital insurance startup building new solutions for insuring contents, properties, and vehicles.*

- Prioritized the roadmap and articulated business requirements for DTC/B2B features, based on key metrics, user research and feedback, and insights from data analysis of in-market products.
- Developed a streamlined process for gathering retailer pricing data via third-party APIs, working with offshore teams to standardize data and with developers to build out automated solutions.
- Conceptualized, presented, and built a new partner portal for internal/external partner users to manage customers, look up policy information, and flag potential fraud.
- Implemented real-time credit risk checks within purchase flow using third-party APIs, built photo verification tools to establish proof of condition, and implemented improved user flow for adding items to a quote; all helped drive more accurate underwriting and a lower loss ratio for partners.
- Collaborated with Product Marketing to compose and edit written content in application and transactional emails to ensure all user-facing communications were on-brand and on-message.

### Director of Client Services, *COOLGRAYSEVEN*, New York, NY

2010 – 2016

*Agency providing creative direction, marketing, and branding for retail, real estate, and lifestyle brands.*

- Shepherded projects from concept ideation through execution of all deliverables, such as printed marketing collateral, production of photography shoots, event design and materials, ad buying and placement, e-commerce website design, and other bespoke marketing opportunities.
- Cultivated and owned all client relationships, advocating on behalf of each client to ensure their unique needs were met and exceeded during internal strategy and planning meetings.
- Identified clients' key success metrics and strategized collaboratively with them on how to meet stated goals, based on market trends, analysis of customer behavior, and competitor research.
- Scheduled, maintained, and proposed enhancements for clients' content strategies, including copywriting and editing, e-commerce merchandising optimization, and marketing roadmap.

### Project Manager / Account Manager, *PRO SIGN COMPANY*, Downingtown, PA

2007 – 2010

*Full-service sign company, designing, manufacturing, and installing large-scale brand conversions.*

- Executed more than 350 full site conversions across the Northeast for a major petroleum brand.
  - Owned and managed all phases of multiple concurrent projects, navigating a complex partner structure of distributors, franchisees, and corporate stakeholders.
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## EDUCATION

### PENNSYLVANIA STATE UNIVERSITY

2002 – 2006

Bachelor of Arts in Communications & Film

Minor Studies in Spanish Language