

Renée di Cherri

Senior Product Manager, Marketer, and Creative

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SUMMARY

An organized and cheerful senior manager with fifteen years of technology experience launching, building, and producing high-profile creative applications centering user empathy across desktop, tablet, and mobile.

WORK EXPERIENCE

End to End Senior Product Manager | Adobe

- Current* • Point-person for critical go/no-go launch checkpoint gathering user-facing narrative for stakeholder alignment on launch journey
- Discovery and delivery of trade-offs, KPI mismatches or potential misses with key audiences uncovered through detailed mapping of user journeys
- Authentic relationship building with teams and leadership to garner trust & display holistic thinking through data, product expertise, and user empathy
- Composed and informed delivery of launch story to President & SVPs for deep questions, feedback, and then explicit approval on launch
- Realign teams on product market fit and needle-moving tactics through studying competition, connecting research, and sharing launch wins

Senior Product Marketing Manager | Adobe

- Oct 2017 - Feb 2023* • Launched app Adobe Fresco from 1.0 on multiple platforms building marketing plan, monetization and go-to-market with senior leadership
- Created integrated launch campaigns, drove partnerships, built press releases and briefs demoing key product features to press outlets
- Produced category-level audience positioning through qualitative & quantitative research, developing A/B testing for 7% in page conversion
- Adobe MAX Track manager for Drawing & Painting, developing 15+ classes of instructional content with average viewer grading 4.7 out of 5
- Experienced and charming public speaker and presenter: Adobe Live, SXSW, LightBox Expo, Adobe MAX and LinkedIn Learning instructor

Sketchbook Community Manager | Autodesk

- Feb 2013 - Mar 2017* • Managed licensing and art directed content from vendors and freelance artists with an attention to technical specifications and social media trends
- Built strategic partnership programs for event opportunities with influencers and partner companies including Apple, Microsoft, Wacom
- Produced precise technical writing, articles, and video content using screencapture and motion graphics software for educational purposes
- Served as knowledgeable Pier 9 VIP tour guide for dignitaries such as Syd Mead, giving detailed technical information about machines with accuracy
- Sole video creator including camera, editing, sound design VFX, and studio lighting for speaker interviews that grew Youtube channel by 40%

SKILLS

Art direction
Business strategy
Creative direction
Copywriting
Design
Data-driven decisions
Journey mapping
Illustration
Launch strategy
Messaging
Public speaking
Product strategy
Research
Storytelling
User experience
Video production
Visual narratives

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Figma
Tableau
Keynote
Jira

EDUCATION

Ex'pression College for
Digital Arts, Bachelor's of
Applied Science:
Animation & Visual Effects
Valedictorian with Honors