

# Renée di Cherri

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 Principal 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*