

Emily Kuhn

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Senior Product Manager | Software Products | Web Platforms | Digital Experiences | Growth

- Strategic **Senior Product Manager** with 10+ years of experience building and scaling consumer-facing software and digital products for top global brands including **iHeartMedia**, **Paramount Global**, and **TripAdvisor**. Experienced in product strategy, discovery, roadmap development, hypothesis-driven experimentation, and data-driven optimization, partnering cross-functionally to improve acquisition, conversion, engagement, and retention across high-traffic digital ecosystems.

Core Skills

- **Product Management:** Product Strategy, Product Discovery, Product Roadmaps, Product Lifecycle Management, Agile/Scrum Methodologies, Sprint Planning, Product Requirements (PRDs), Product Backlog Prioritization, Cross-Functional Leadership, Stakeholder Management
- **Digital & Web Platforms:** WordPress, Drupal, AEM, Webflow, HTML, CSS, JavaScript (basic), Google Ad Manager, SEO
- **User Experience & Flows:** UX Direction, User Journey Mapping, Prototyping (Figma), Accessibility (WCAG), Design Systems, Adobe Photoshop
- **Product Analytics & Experimentation:** KPI Ownership, A/B Testing, Optimizely, Funnel Optimization, SQL (basic), Amplitude, Sigma, Google Analytics, Adobe Analytics, Tableau, Snowflake
- **AI & Planning Tools:** Claude, ChatGPT, Jira, Confluence, Airtable

Professional Experience

iHeartMedia – New York, NY (Remote)

Senior Product Manager, Web Platform | January 2026 – Current

- Define and drive the product vision, strategy, and roadmap for **iHeartRadio**'s flagship digital platform, partnering with Engineering, UX, Data Science, AdOps, and Marketing to build and optimize consumer-facing products and features used by millions of users.
- Lead product discovery and planning for high-profile initiatives including the **FIFA World Cup** and **2026 Winter Olympics**, translating user and business needs into prioritized requirements and user flows, using hypothesis-driven experimentation and funnel optimization to drive a nearly **4x increase** in conversion, and developing **AI agent strategies** to optimize user journeys against key growth KPIs.
- Lead the phased migration of **iHeartRadio.com** from legacy architecture to a new web platform, optimizing user onboarding, sign-up, and subscription flows while using KPIs and user feedback to manage technical dependencies, improve conversion funnel performance, launch new product experiences, and accelerate subscriber growth and retention.
- Lead cross-platform alignment for connected device experiences, including in-car integrations, Alexa, and wearables, ensuring requirements are consistent with **iHeartRadio**'s web product.

Nickelodeon (Paramount Global) – New York, NY (Remote)

Senior Manager, Digital - Digital Experience & Product | April 2021 – June 2025

- Led product strategy and end-to-end development of high-traffic consumer experiences for **EMMY Award-winning** campaigns and live tentpole events including **Super Bowl LVIII** on Nick, **NFL Christmas Game** on Nick, **Kids' Choice Awards**, **SpongeBob's 25th Anniversary**, the **Nickelodeon Rebrand**, and **Blue's Clues Live on Tour**.

- Drove cross-functional collaboration across Engineering, Product, UX, Data, AdOps, and Marketing to launch high-traffic interactive products and features incorporating technologies such as AR/VR, AI, and Web3/NFT commerce; owned roadmap planning, requirements definition, and backlog prioritization, with product enhancements driving a **66% increase** in global engagement on the **Kids' Choice Awards** voting platform.
- Drove experimentation and optimization across digital ecosystems, using KPIs, user feedback, behavioral insights, and performance data to identify growth opportunities and improve engagement, conversion, SEO, accessibility, and platform performance.
- Managed multimillion-dollar budgets, mentored direct reports, aligned executive stakeholders, and partnered with Legal and Privacy to deliver globally compliant experiences across COPPA, GDPR, and CCPA, while evaluating emerging technologies and AI-driven opportunities to drive user growth.

Tripadvisor – Needham, MA

Project Manager / Digital Producer | June 2019 – April 2021

- Led development and delivery of digital products across **Tripadvisor's** consumer web and native mobile app experiences, partnering with Engineering, Design, Data Science, AdOps, and Sales to launch interactive features, dynamically targeted experiences, and high-impact ad products.
- Defined product requirements, user flows, and technical specifications, while building and optimizing experiences in CMS platforms and partnering cross-functionally through prototyping, QA, launch, and post-launch optimization.
- Analyzed product and campaign performance data to identify user behavior and performance trends, recommend optimizations, and improve engagement and conversion across digital experiences.
- Drove initiatives from discovery through launch, aligning stakeholders and clients on product requirements, priorities, trade-offs, timelines, budgets, and delivery risks.

A360 Media – New York, NY

Digital Strategist | December 2016 – June 2019

- Led end-to-end digital strategy and execution for leading consumer brands including **Us Weekly**, **Star Magazine**, **Muscle & Fitness**, and **Men's Journal**, using performance data and audience insights to optimize digital products, increase engagement, and drive growth for major advertising clients.
- Led development and optimization of ad products and site features through experimentation, prototyping, user journey development, product roadmaps, QA, and cross-functional execution.

New York Daily News – New York, NY

Digital Creative Strategist & Account Manager | Jan 2015 – Dec 2016

- Independently produced websites and landing pages, utilizing custom HTML, CSS, and JavaScript. Applied web best practices in UX/UI, SEO, and A/B testing to support client campaigns aimed at direct response and increasing ROI for advertising clients.
- Managed key client accounts as primary contact, developing and implementing digital strategies across web, SEM/PPC, display, and social to deliver high-impact campaigns and optimize audience engagement.

Education

Kean University – Union, NJ. B.A. in Communications, PR Concentration (2015)