



Hello 🙋, I'm

Guy Manno

I have a unique skillset as I understand first hand the pain points Youtube Creators have and possess the skills in Product Management and Design to solve them.

Professional Experience

Self Employed - Content Creator YouTube

February 2021 - Present

- Created and scaled my own YouTube channel from 0 to 11,000 subscribers over the last 2.5 years
- Researched, scripted, edited and packaged 100 videos
- Embedded myself into the creator community and have built strong relationships with other creators
- Understand the YouTube landscape first hand especially the pain points new and established creators feel

Doorsteps Group - Senior Product Manager / UI/UX Designer

August 2016 - Present

As a Product Manager then Senior Product Manager (5 years)

- Work with CEO's and leadership team to set product strategy
- Led the strategy and product development of multiple new products for real estate agents and vendors including:
 - Agent Prospecting - new tool to help agents win more leads within their database
 - Off-Market Network - helping vendors transact property off-market

Used customer research and data analytics to uncover opportunities within our existing products including:

- Designed and rebuilt Online Valuation tool 'OpenEstimates' +70% increase in leads sent to agent partners and improved contact rate by +30%
- Designed and built an automated customer flow which dramatically improved operational capacity, contact rate and customer experience
- Improving conversion rate optimisation across key funnels using combination of A/B testing and customer feedback to determine best performing product experiences
- Lead fortnightly sprint planning with Engineering team and other Product Managers

As a UI/ UX Designer (7 years)

- Worked with other Product Managers and Engineering team to design key landing pages and product experiences
- Developed working design style guide used by other Product Managers and Marketing team
- Trained and mentored Junior Designer
- Supported Marketing team with social and brand assets

Vodafone - Visual Designer (Contract Role)

March 2016 - August 2016

- Designed key landing pages across the Vodafone Website
- Worked with conversion rate optimisation specialists to run A/B tests across key converting funnels within the Vodafone store

Southern Cross Austereo - Designer / Senior Designer

August 2013 - March 2016

- Designed key landing pages across the Southern Cross Austereo website
- Designed sections within the various Southern Cross Austereo mobile application