

Alexis Collins

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PROFESSIONAL EXPERIENCE

D20 LABS

Remote

Product Manager

Jul 2025 - Present

- Scaled platform to 6,500+ registered users and 600+ active traders across two product surfaces in under 8 months, driving \$1.5M+ in trading volume across 202K+ executed trades
- Led companion app from 0 to 974 users in 9 weeks at a 90% onboarding completion rate by owning the onboarding experience and co-leading growth strategies
- Diagnosed a 2-3x retention-quality gap across acquisition cohorts (28% vs. 6% week-4 retention) and refocused growth strategy from raw volume to intent-based acquisition, informing channel mix and onboarding redesign
- Shipped a copy-trading and social-signals layer on Polymarket liquidity, enabling one-tap position mirroring across 3,300+ markets and contributing to a 9x lift in trading volume post-launch

Product Marketing Manager

Aug 2024 - Jul 2025

- Drove product insights for digital gaming products, synthesizing user feedback and competitive analysis to inform feature prioritization and positioning
- Collaborated with key stakeholders on feature strategies and go-to-market execution, bridging roadmap decisions with user needs and market timing
- Nurtured early user communities on Discord and X, surfacing insights to shape pricing and product direction
- Led community-driven launch of an NFT collection that raised ~\$1M in primary revenue, managing community strategy across Discord and X

ZYNGA

Remote

Product Marketing Manager

Feb 2024 - Aug 2024

- Led a team of moderators across Discord, X, and Telegram, improving response time and issue resolution for a 10K+ member community
- Translated community insights into structured product requirements, influencing feature iteration and onboarding improvements that reduced friction for new web3 players

STACKED

Los Angeles, CA

LiveOps & Community Manager

Dec 2022 - Feb 2024

- Scaled a digital collegiate competition across 50+ international clubs to generate low-cost user-generated content and acquire 500+ new users within product target demographic
- Ran live esports events across 20+ cohorts reaching hundreds of thousands of impressions on X, Twitch, and Kick; liaised between community and engineering to triage bugs and prioritize platform features

EDUCATION

- Pace University - New York, NY
- B.A. Communication Studies & B.A. Film & Screen Studies
- Pforzheimer's Honors College, Dean's List

SKILLS & TOOLS

- Product Strategy, Community Program Design, User Research, Growth & Retention, Roadmap Prioritization
- Discord, Telegram, X, Community Moderation, Live Events & AMAs, Feedback Loops
- Amplitude, Jira, Linear, Figma, Notion, Slack, AI prototyping (Claude, ChatGPT, Cursor)
- English (native), French (conversational)