Leo Postovoit

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408.657.6536   Long Beach, CA

Strategic leader based in Los Angeles with 15 years of experience, I **prioritize people, collaboration, and innovation** first, and strive to be creative and adaptable in every role. Passionate WordPress community leader dedicated to empowering local newsrooms with technology. Proven success driving traffic growth, streamlining publisher processes, and delivering customer success.

FEATURED PROJECTS & KEY SKILLS

AI for Demand Forecasting: Spiking MarTech growths [Full-Stack Engineer, 2024]

AI–powered Martech infrastructure overhaul for predictive forecasting. Designed and built API microservice with Power BI, ChatGPT, Pinecone, Nodejs, Express. Outcomes: 15%+ gross sales, 45% less waste, 23% less stockout. **CASE STUDY »**

Pantheon.io UX and Speed Overhaul: Optimize for Growth [Account Lead, 2019-2023]

Streamlined navigation, crafted compelling copy, improved accessibility, optimized code, implemented cutting–edge development practices to speed up major SaaS product sites. Significant increases in MQLs (30%), overall sales (12%). **CASE STUDY »**

AMP for WordPress: Led growth for WP performance plugin [Product Owner, 2018-2020]

Collaborated with **Automattic** + **Google** to develop and launch their first official WordPress plugin, demonstrating technical expertise and a commitment to user–centric solutions. Grew from 20k to now over 600k+ WordPress websites, serving 1B+ pageviews daily. **CASE STUDY »**

Relevant Skills: Product Management Skills: Product Vision Roadmap Development User Experience (UX) Research Product Lifecycle Management Agile/Scrum Project Management Tools (Jira, Asana) A/B Testing Wireframing/Prototyping (Figma) Art Direction Backlog Planning and Backlog Grooming CRMs (Hubspot, Salesforce.)

Technical: WordPress Development (Themes/Plugins, Customizations) Frontend Development (HTML, CSS, JavaScript, React) REST APIs Performance Optimization SEO Accessibility Google Analytics (GA4 Certified) Data Privacy Publisher Analytics Tools

Leadership (Product Development, Customer Success, Relationship Management): Stakeholder Engagement Project Management Risk Mitigation Client Communications Product Vision Roadmaps UX Research Lifecycle Management Agile/Scrum A/B Testing Wireframing Team Leadership GTM Planning Data Analysis Digital Strategy Customer Success & Relationship Management

RELEVANT WORK EXPERIENCE

Freelance/Contract Product Manager, Software Engineer, Designer [2007-Present]

- On a full–time and project–for–hire basis, partnered with clients across industries to deliver websites and tools with streamlined performance and traffic growth.

XWP Head of Product Strategy and Partnerships [2017-2023]

- Led successful product strategies, roadmaps, and launches exceeding $100K+ project value for major media and tech brands like Google, Rolling Stone, Forbes, and the Wall Street Journal for high value (10M+ Monthly Unique Visits) projects. Developed product specification, competitive analysis, and managed SEO audits for high–profile clients to improve UX and reduce tech debt.
- Progressed to leadership, overseeing a 30+ partner program that doubled revenue for two years in a row. Lead global events for top publishers to optimize workflows, reduce costs, and enhance reader experiences.
- Contributed significantly to projects such as Google's "AMP for WordPress" (600K installs), EatThis.com migration to WordPress VIP (25%+ traffic), Heavy.com commerce pages (50k+ pages in profitable SERPs) to drive adoption and generate revenue gains.

Relativity Media Head of Graphic Design and Digital [Education & Relativity School] [2014-2017]

- Led product development and digital strategy, achieving 700% YoY growth and reaching 2,000+ student enrollments. Successes improved conversion by 150% and contributed to 2,000+ students enrolling across all programs. **Major Hollywood studio–funded.**

OTHER MEDIA WORK [news, media, and global agencies]

WordBank [2013-15]   **Denver Post** [2013]   **San Francisco Chronicle** [2012]   **QUAD** [2011]   **MotorTrend** [2010]

AWARDS, CERTIFICATIONS & EDUCATION [Chronological order]

- **Cyber Security** – Certifications by Calbright College and CompTIA+ [In progress, 2024]
- **Artificial Intelligence** – Certifications by IBM, Microsoft, University of Helsinki [2023–2024]
- **PrivacyOps + Artificial Intelligence Governance** – Certifications by Securiti [2024]
- **GA4 Analytics, AI–powered performance ads** – Certifications by Google [2023]
- **Award for XWP as a top agency: WordPress VIP Gold Partner Innovator Award** for innovative marketing efforts with Parse.ly [2022], Global Frontrunners for Dev & IT Agencies with Top Agency Score of 4.9/5 [2022]
- **Speaker at WordCamps:** WCEU: "The Real Impact of Having Website Performance as a Mindset" [2022] WCUS: "What's Privacy Got to do with it?" [2019] + Other regional camps (Riverside, OC, San Diego) [2016–2020]
- **Relativity Media's innovations in education Design: Graphic Design USA Top Website –** GDUSA Web Design [2015]
- **Award for Denver Post's compelling storytelling in journalism: Associated Press** Digital Media Editor Top Project [2014]
- BS, Journalism & BA, Anthropology – San Jose State University [2013]
- **Certificate:** Adobe Certified Expert: InDesign, Illustrator & Photoshop (CS6 Certification) [2012]
- **Top College Media awards**: Spartan Daily SJSU: California College Media Association design awards, [2012–13] Fullerton College (FC Torch and Weekly): **"Pacemaker" Best Magazine across all community colleges/four–year schools,** national award from the **Associated Collegiate Press** [2009] plus 26 Awards in multiple categories including "Best Photography," "Best Overall Design," "Best Cover." Journalism Association of Community Colleges [2007–10]

Portfolio: **leopostovoit.com**. Complete work history and references available on request.