Jonathan Cohen

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Experience:

Associate Product Manager - Shift Group **11/2025-09/2026**

- Sole product manager at Shift Group, owning roadmap, backlog, execution, and cross-functional alignment reporting directly to executive leadership.
- Increased monthly bottom of funnel output from 6% to 15% through UX improvements, user flow redesign, and targeted net new features, even as signups fell 46%.
- Built the company's analytics foundation from scratch (event taxonomy, Mixpanel instrumentation, dashboards), giving leadership funnel visibility and enabling data-driven decisions.
- Identified a feature blocking 18% of applications with only 0.2% of users able to progress past it; removed it, simplifying the flow and recovering a major conversion drop-off.
- Built and launched automated lifecycle outreach across 3 candidate funnels, reaching 30,000 users with targeted messaging based on funnel stage and behavioral segmentation.
- Improved internal efficiency by automating workflows and building internal tools that reduced manual work.

Founder/Product Leader - immi **01/2025-06/2026**

- Founded, recruited, and led a small team to build and scale a niche social platform. Navigated through ideation, prototype and testing, MVP, rollout, and growth.
- Developed product strategy, recruited team, created UI/UX design and wireframe prototype, created user stories and use cases, conducted market research, and created user personas
- Developed roadmap, managed backlog, created growth strategy, and developed brand identity

Professional Soccer Player- Multiple Teams **01/2024- 12/2024**

- Played professional soccer for multiple teams in the U.S. and Spain, building cross-cultural leadership skills, strong team building habits, and the ability to thrive in high pressure situations

Project Management Coop - Wegmans Food Markets **01/2022- 08/2022**

- Supported a consumer-website update by reviewing product offerings with department owners and web developers to ensure accurate presentation of high-demand items.
- Tracked agile team activity for a new electronic payment-system rollout and reported progress to project leadership.
- Designed layouts for new store displays across multiple regions and tracked installation progress.

Education:

Rochester Institute of Technology 09/2019- 12/2023
Bachelor of Science: Management Information Systems GPA: 3.82
Minors: Marketing, Sports and Entertainment Management Summa Cum Laude

Skills:

Claude, v0, Mixpanel, Jira, Linear, PostgreSQL, Tableau, Power BI, SQL, Figma, Python

Awards:

Gauntlet AI - Product Management course
McKinsey.org Forward Learner
NCAA Student-Athlete Leadership Forum RIT Representative
Chi Alpha Sigma Honors Society (student athlete honors society)
Dean’s List (7 semesters)