

# Malcolm Xavier

Senior Product Manager · Growth and Data · Media, Publishing, and Streaming · AI-Native

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[LinkedIn](#) · [GitHub](#) · [Personal Website](#)

Senior Product Manager with 7+ years scaling growth and data platforms across consumer and B2B SaaS products. Built and operated MarTech infrastructure for 22M+ users across 40+ brands, driving 33% YoY email revenue growth. Applied an MS in Law (focused on data privacy and IP) to data governance and compliance-related roadmap tradeoffs. Operationalized AI-native discovery/delivery loops, including roadmapping, outcome measurement, and documentation.

## EXPERIENCE

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### **People Inc.** — Remote

**Senior Product Manager, Audience Relationships** — Feb 2024 – Oct 2025

*America's largest publisher (formerly Dotdash Meredith). Scaled growth/MarTech platform for a network of 40+ brands and 22M+ users.*

- **Grew email revenue 33% YoY** with reusable components and lifecycle marketing playbooks
- Partnered with data science to scale a recipe recommendation service and drive **2x traffic**
- Introduced a content-specific newsletter program with **3x open rates and 2x user LTV**
- Operationalized experiments to enable AI-based personalized acquisition and engagement
- Built models in SQL, BigQuery, and Connected Sheets to identify achievable outcomes that informed the AI-based personalization strategy
- Concurrently developed LLM prompt engineering and RAG workflow expertise (see freelance Prompt Engineer role, below)

### **Freelance**

**Prompt Engineer** — Sep 2023 – Oct 2025

*Trained LLM models (GPT-5, Gemini 2.5 Pro, etc.) across various agentic and RAG use cases.*

- Applied prompting techniques (CoT, meta-prompting, etc.) to fine-tune models for legal use cases
- Developed and used complex criteria and rubrics to evaluate LLM and agent performance
- Peer-reviewed and revised work submissions to maintain optimal model performance

### **Muck Rack** — Remote

**Technical Product Manager, Content & Data Ingestion** — Sep 2022 – Feb 2024

*SaaS reporting tool for PR professionals. Scaled the content platform; enabled search and monitoring features.*

- **Scaled ingestion 350% YoY**, enabling downstream ML classification, search, and reporting
- Improved core AI/ML model accuracy, **reducing parsing errors by 45% YoY**
- Backfilled content and data to achieve a **500% increase in historical coverage**
- Led the initiative to decompose the ingestion monolith, improving ETL cost, scalability, and reliability
- Liaised with external content vendors and developers to ensure data-processing compliance

### **Independent Consulting**

**Product & Data Consultant** — Feb 2022 – Oct 2022

*Product consulting for [Artist Growth](#) (SaaS, music industry); developed content strategy for [New England Foundation for the Arts](#); and developed analytics architecture/data strategy for private client.*

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### **User Interviews** — Remote

**Product Manager** — Sep 2020 – Feb 2022

SaaS UXR tool and marketplace for researchers and participants. Led core and platform teams.

- Improved marketplace management by driving a **135% increase in participant re-recruitment**
- Implemented targeting features that **improved core marketplace fulfillment metric by 15%**
- Designed, analyzed, and reported on A/B tests for email-notification system model updates
- Built SQL queries and dashboards in Mode to monitor and report on marketplace operations

### **Fullstack Academy** — New York, NY

**Admissions Lead (Project Manager)** — Jun 2018 – Feb 2020

Web-development bootcamp (and The Grace Hopper Program). Scaled and optimized the enrollment system to exceed growth targets.

- Generated **\$30M+ in annual revenue (170% YoY increase)** by scaling enrollment
- Partnered with engineering to optimize integrations, automations, and system architecture

### **Fractured Atlas** — New York, NY

**Program Associate** — Mar 2014 – Oct 2017

SaaS arts-administration tool. Provided administrative support to end users.

- Tracked and reported on user analytics as inputs for roadmap prioritization
- Conducted quality-assurance testing of new features and bug fixes

## EDUCATION

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### **Northwestern University, Pritzker School of Law** — Chicago, IL

**Master of Science in Law**, Honors — Sep 2021 – May 2023

Applied privacy law and IP strategy frameworks to PM work in data platforms, AI personalization, and user-data governance.

- Teaching Assistant: Negotiations Skills and Strategies (Professor Lynn Cohn)
- Relevant courses: Privacy Law and Regulation; IP Strategy and Management
- Presentation: "The Revolution Will Not Be Live Streamed: Privacy Law in the Social Media Era"

### **Correlation One — Data Science For All (DS4A)** — Online

**Data Science Certificate**, Honors · Johnson & Johnson Distinguished Scholar — Oct 2020 – Mar 2021

- Relevant technologies: Python, Pandas, Jupyter Notebook, Google Data Studio
- Presentation: "Oceans Rise, Properties Fall"

### **Yandex Practicum** — Online

**Web Development Certificate** — Mar 2020 – Sep 2020

- Relevant technologies: HTML, CSS, JavaScript, React, Node, Visual Studio Code, GitHub

## CASE STUDIES

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### **Basecamp Coffee—Find your ritual**

An interactive coffee-personality quiz exploring product discovery, conversational UX, and lightweight personalization for a fictional specialty roaster. Built end-to-end with Claude Code, Next.js, and Vercel.

### **Building my personal website, malxavi.com**

A meta case study on shipping my personal website with Claude Code as build partner. Architecture bets, production incidents, and what AI-native PM work looks like when the human stays in the loop.