

Charlie Conner

Technical Account Manager

 (240) 506-8824

 charlieconner91@gmail.com

 [linkedin.com/in/charlesconner91](https://www.linkedin.com/in/charlesconner91)

 <https://charlie-conner.com>

SKILLS

- ❖ Product Strategy & Development
- ❖ AI/ML Enablement & Automation Strategy
- ❖ JSON & Data Layer Structuring
- ❖ Performance Marketing & Affiliate Management
- ❖ A/B & Multivariate Testing
- ❖ Conversion Rate Optimization
- ❖ Event Tracking & Attribution
- ❖ Data Modeling & Analysis
- ❖ Go-to-Market Strategy

SYSTEMS & TOOLS

Technical & Dev Tools

- ❖ Postman
- ❖ GitHub
- ❖ SQL
- ❖ VS Code

Analytics

- ❖ GA4
- ❖ Tableau
- ❖ HotJar

CRM/Marketing

- ❖ Salesforce
- ❖ HubSpot

Ad Platforms

- ❖ Google Ads
- ❖ Meta Ads

Experimentation/Tagging

- ❖ VWO
- ❖ Google Tag Manager

Wireframing

- ❖ Lucid Charts
- ❖ Figma

AI Tools

- ❖ LangChain (LLM Orchestration)
- ❖ Chat GPT / Open AI

PROFESSIONAL SUMMARY

Product-minded technical professional specializing in bridging customer needs with product capabilities to drive scalable growth. Experienced in AI enablement, data-driven optimization, and translating complex technical requirements into actionable product and implementation strategies. Proven ability to influence roadmap decisions, manage cross-functional initiatives, and deliver high-impact platform solutions for digital and performance-driven teams.

EMPLOYMENT

Technical Account Manager, Digital | Invoca

FEB 2025 – PRESENT, Remote

- ❖ Serve as the strategic technical partner for digital enterprise customers, driving adoption of Invoca's platform and expanding usage through solution design, technical guidance, and product enablement.
- ❖ Analyze customer behavior and platform patterns to identify optimization opportunities; collaborate with product and engineering to influence roadmap decisions and advocate for customer-backed enhancements.
- ❖ Lead customers through the implementation and operationalization of Invoca's Agentic AI models, providing tactical and architectural guidance to improve campaign strategy and automation workflows.
- ❖ Manage complex technical projects—including platform migrations, custom solution builds, and cross-team integrations—ensuring seamless execution and alignment with customer objectives.
- ❖ Drive measurable customer outcomes by aligning Invoca's capabilities with business goals, strengthening product dependency, and increasing platform value realization.
- ❖ Advise on digital architecture and technical configuration for marketing stacks, ensuring scalable data flows, accurate attribution, and optimal performance marketing execution.

Sr. Product Manager, Marketing Analytics | Pingtree

AUG 2022 – FEB 2025, Carlsbad, CA

- ❖ Oversaw product development and delivered scalable GTM strategies for Pingtree, a B2B marketing analytics SaaS startup, servicing clients in the AdTech space.
- ❖ Developed internal affiliate program and curated vertical-agnostic affiliate programs for clients.
- ❖ Managed client success and satisfaction for SMB and enterprise-level clients, providing white-glove technical and operational client support via onboarding, integrations and daily optimization of an account portfolio exceeding \$150,000 MRR.
- ❖ Identified and engaged new partnership opportunities and facilitated the integration of their products and services, expanding our library of product solutions for clients.
- ❖ Executed comprehensive client activation strategies to enhance engagement, retention and growth across diverse client segments.
- ❖ Authored comprehensive technical documentation covering detailed user guides, API specs and troubleshooting instructions to ensure a great user experience.
- ❖ Presented new and upcoming product releases through live demos and conference demonstrations.

EDUCATION

Towson University
2009-2013

Bachelor of Science

COURSES & CERTS

GOOGLE

[Google Analytics Prof. Cert](#)

[Google Ads - Measurement](#)

[Google Ads - Search](#)

IBM

[IBM: AI Product Manager](#)

VANDERBILT UNIVERSITY

[Agentic AI & AI Agents: A Primer for Leaders](#)

LANGCHAIN ACADEMY

[Introduction to Agent Observability & Observation](#)

POSTMAN ACADEMY

[API Fundamentals Student Expert](#)

UDEMY

[Complete SQL Bootcamp](#)

US Game Partnership Executive | Low6

AUG 2022 – JUL 2023, Carlsbad, CA (*Part-Time*)

- ❖ Collaborated with global teams and external sports betting partners to provide an optimized user experience.
- ❖ Cultivated B2B relationships with gaming partners from the NHL, NFL and NCAA and strategized on enhancing user engagement.

Underwriting Analyst | Better.com

SEP 2021 – MAY 2022, Carlsbad, CA

- ❖ Effectively supported cross-functional collaboration efforts to deliver a superior customer experience and maximize process efficiency.
- ❖ Streamlined underwriting processes, enhancing efficiency and client satisfaction, delivering a positive experience for clients through the underwriting journey.
- ❖ Performed comprehensive risk assessment of client's full credit and financial profile, analyzing key data points to develop income trend models resulting in the final decisioning of a file.

Operations Manager | Better.com

JAN 2020 – SEP 2021, Carlsbad, CA

- ❖ Managed 6-8 direct reports, conducting bi-weekly 1:1's, monthly performance evaluations, product implementation sessions, internal audit reviews and training workshops.
- ❖ Drove initiatives to boost company portfolio diversification, resulting in new nationwide product offerings that addressed client needs and market demands.
- ❖ Spearheaded the company's largest executive partnership, forging a direct B2B relationship with American Express.

Senior Mortgage Consultant | Mortgage Warehouse LLC

DEC 2017 – JAN 2020, Fort Myers, FL

- ❖ Worked directly with secondary market investors to generate the best pricing and products for clients.
- ❖ Elevated client satisfaction by ensuring seamless mortgage processes and closing deals quickly and efficiently.
- ❖ Showcased ability to build long-lasting client relationships, with over 40% of closed deals in 2019 coming via direct referrals and repeat customers.
- ❖ Recognized as the top producing consultant in my first month.