# Giovani Batista

Associate Product Manager | Product Operations | Customer Discovery | Go-to-Market | AI-Assisted Prototyping

Washington DC Metro Area | giovanibatista07@gmail.com | linkedin.com/in/giovani-batista

## SUMMARY

MBA with four years in operations, growth and analytics across sports and education organizations. My approach: start with the customer, define the metric that matters, and use data to decide what to build, keep or retire. Pursuing Associate Product Manager and Product Operations roles, especially in sports technology and EdTech.

## PRODUCT PROJECTS

**PMP Critical Path** giovanibatista07.github.io/pmp-critical-path/

Wrote the product spec (user scenarios, functional and non-functional requirements, data schema, QA checklist, roadmap) and built a free PMP exam-prep web app using AI-assisted development. 600 original questions mapped to all 26 tasks of the 2026 exam outline, 9 case studies, a timed exam simulation and spaced review, with every question checked by an automated build script.

**SQL Business Practice Lab (Solstice Outfitters)** giovanibatista07.github.io/-sql-practice-lab/

Designed and shipped an MVP of a browser-based SQLite sandbox, built with Claude, for a synthetic retailer (10 stores, 400 customers, 3,000 orders) with 50 business-question tasks across 4 levels - then gathered feedback from early users.

## EXPERIENCE

**Talent Support Advisor** APR 2026 - SEP 2026

*Customer Discovery & Funnel Qualification | ASM Sports (Sports Talent Management & Consulting), Remote*

- Synthesized feedback from hundreds of customer conversations into a buyer profile (coaches and sports-business owners seeking flexible, supplemental income) and formalized it into four segmentation and qualification criteria: sales background, sports experience, entrepreneurial drive and business acumen.
- Performed root cause analysis on recurring objections (cost, commission-based compensation, household approval), traced them to expectations set before the first conversation, addressed program terms earlier in calls, and recommended clearer upfront communication.
- Managed an 800+ applicant inbound funnel from LinkedIn and Indeed over a five-month campaign using a structured five-step call, text and email sequence, achieving a 31% first-attempt connect rate.
- Conducted 380+ final-stage qualification interviews and converted 350+ applicants (43% of the funnel) into sales-ready leads for seven senior closing agents.
- Added qualification fields to the team's lead tracker and used AI-generated meeting summaries (Granola) to brief closing agents on each lead's background, needs and objections before handoff.

**Digital Operations & Business Strategy Analyst** SEP 2025 - SEP 2026

*Product Launch & Go-to-Market | PhiloSoccer Academy, Washington DC Area*

- Defined the scope for and rebuilt the foundation in the first month: a new visual identity, a redesigned Squarespace website and booking form, Canva templates, and a content calendar in Metricool.
- Relaunched the academy's inactive Instagram and Facebook channels in October 2025; daily Instagram views rose from near zero to 5,000-8,000 within two weeks, reaching 333K views and 29% follower growth (to ~8,000) by January 2026.
- Built a biweekly KPI report for the founder ranking posts and content formats by reach and engagement, used to prioritize what to repeat and what to retire - iterating toward short tactical-coaching Reels doubled Reels interactions (+104%) and increased saves by 234%.
- Recommended top-performing content for owner-approved paid promotion targeted to the DC-Maryland-Virginia area, reaching 83K people, and ran search-intent research and competitive benchmarking of nearby academies to restructure website content.
- Launched a 15+ email campaign for the Summer 2026 PhiloSoccer x Nike camps; Instagram generated most of the ~15 new family inquiries received during this period.

**Graduate Assistant** AUG 2023 - JUL 2025

*Athletics Operations & Project Coordination | Washington Adventist University, Takoma Park, MD*

- Supported the head coach in managing a $1M+ scholarship budget covering ~40 student-athletes over two seasons - preparing award requests, tracking remaining funds, and coordinating approvals across the VP of Finance, accounting, the recruitment office and athletics leadership.
- Built a player-development tracker in Excel (team overview plus an individual sheet for each of 40+ players) tracking academic standing, attendance, minutes played and fitness, used for weekly staff reporting and biweekly one-on-ones.
- Led the program for more than two weeks during the head coach's absence, keeping players, families and the athletic director aligned; the team went 3-0 during this period.

- Coordinated logistics for 10+ away trips and game-day operations across two seasons, on schedule and within budget, with no compliance violations.

**Student Life Manager & Assistant Soccer Coach** AUG 2022 - JUL 2023

*Program & Operations Coordination | Coffeyville Community College, Coffeyville, KS*

- Planned and executed 30+ campus and community events - holiday programming and football and basketball game days - each attended by 200-300 people.
- Coached the A and B teams, monitored player performance to support development decisions, and supported recruitment of new student-athletes through promotion and outreach.
- Supervised residential students during overnight shifts and documented student-conduct matters in accordance with college policy.

**Accounting Clerk** MAY 2017 - APR 2018

*Financial Operations & Reconciliation | Ad Assessoria Contabil, Porto Alegre, Brazil*

- Maintained bookkeeping and completed bank reconciliations for 15 client accounts, recording journal entries and classifying expenses supporting client financial statements.
- Prepared tax and FGTS payroll filings through Brazilian government portals and delivered client documentation.

**Assistant Operations Manager** MAY 2016 - APR 2017

*Fiorio & Fachini Ltda. (Restaurant), Porto Alegre, Brazil*

- Digitized sales and inventory records for a ~65-guest weekday lunch service, replacing paper-based tracking with spreadsheets.
- Led the restaurant's rebranding and evaluated vendors for interior and exterior renovations, selecting them based on quality and cost.

## SKILLS

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| **Product** | Customer Discovery, User Research, Customer Segmentation, Product Specs & Requirements, KPIs & Success Metrics, Prioritization, Go-to-Market, Product Launch, Root Cause Analysis, QA Checklists, Roadmapping |
| **Collaboration & Delivery** | Cross-Functional Collaboration, Stakeholder Management, Agile, Scrum, Kanban, Jira, monday.com |
| **Data & Analytics** | SQL, BigQuery, Power BI, Tableau, Excel, Python, R, Palantir Foundry (Contour, Quiver), Google Analytics |
| **AI & Prototyping** | AI-Assisted Prototyping, Claude (Anthropic), Prompt Engineering, Granola |
| **Growth & Digital** | Meta Insights, Metricool, Squarespace, Canva, Email Campaigns, A/B Testing, Competitive Benchmarking |
| **Languages** | English (Fluent), Portuguese (Native) |

## EDUCATION

**Master of Business Administration (MBA)** AUG 2025

*Washington Adventist University | Takoma Park, MD*

**B.S. Business Administration & Management** MAY 2022

*Union Commonwealth University | Barbourville, KY*

**B.S. Marketing / Marketing Management, General** MAY 2022

*Union Commonwealth University | Barbourville, KY*

## CERTIFICATIONS

- Google Project Management Certificate (JUL 2025); Google Business Intelligence Certificate (FEB 2026); Google Data Analytics Certificate (FEB 2026) - Google / Coursera
- Introduction to Foundry & AIP for Enterprise Organizations; Foundry & AIP Builder Foundations; Deep Dive: Data Analysis in Contour; Deep Dive: Data Analysis in Quiver - Palantir Learn (APR 2026)

## LEADERSHIP

- VP of Business Affairs, Student Government Association, Union Commonwealth University | 2021-2022
- Scenic Designer, Union Commonwealth University Theatre | 2020-2022
- Soccer Coach, Coffeyville Community College & Washington Adventist University | 2022-2025
- Professional Soccer Player, Associação Nova Prata, Brazil | 2015-2016