

Hello! I'm Drew Gaerig

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About

I develop and manage creative, technically oriented products. I solve problems for users and businesses with strong intuition, rigor, and calm leadership.

Experience

DECEMBER 2017 - PRESENT

Condé Nast, Chicago & New York - Product Manager, Subscriptions Platform

- Developed a suite of platform technologies to drive engagement and subscriptions, leading to an 18% increase in monthly logged-in users and a 9% increase in consumer revenue
- Modernized registration, login, and profile experiences on *The New Yorker*, *WIRED*, and *Vanity Fair* resulting in a 21% increase in authentication success rate
- Transformed first party user systems into a centralized global product supporting vendor integrations and marketing technologies
- Implemented registration gates across the Condé network, leading to a 300% year-over-year increase in registrations and a 2% increase in newsletter revenue
- Identified patterns in customer complaints, resulting in a 24% reduction in users having difficulty accessing their subscriptions
- Brought to market new consumer-facing subscription products, including Architectural Digest PRO and Subscribe With Google

JULY 2011 - NOVEMBER 2017

Pitchfork, Chicago - Web Developer & Analyst

- Drafted and built two full-stack re-designs, developing new content hierarchies and prioritizing data capture, performance, and discovery
- Coded and managed the transactional Pitchfork Music Festival website, balancing engineering, business, and event concerns
- Developed Cover Stories, a Webby-winning, technically and visually advanced form of online storytelling

Education

University of North Carolina 2008 - 2010

Master's Degree: Journalism, media studies

University of Michigan 2001 - 2005

BA: Economics, mathematics

Technical Skills

I am proficient in Javascript, Python, and HTML/CSS. I'm experienced in SQL and PHP. I'm also strong with Excel/Sheets and Atlassian's suite of products.