

# LINDSAY M GODDARD

lindsaymgoddard@gmail.com | [LinkedIn](#) | [Recommendations](#) | Philadelphia, PA 19148 (Open to relocation)

**Product leader with 10 years experience** leading 0-to-1 product development, revenue, growth and user engagement at Minute Media (Sports Illustrated), Axios Media, The New York Times and Forbes

## ACCOMPLISHMENTS

- Pitched a [0-1 media asset manager](#), **saving Axios news teams 80 hours per month**
- Managed discovery of wikification-powered auto-tagging expanding ad tags from 6 to 20 per story
- Oversaw 0-1 launch of [Axios Local](#), **growing page views by 1M** within 6 months, **advertising sponsorship (\$3M)** and **jobs page of \$150,000** per month

### MINUTE MEDIA, Sports Illustrated (Remote)

January 2025 - Present

*400-person media company; owns and operates content brands including Sports Illustrated, a proprietary content management system ([Voltax](#)) and an online video platform*

#### Growth Product Lead, Content Brands

Driving growth in page views and revenue per session across all content brands

- Shaping the registration and paid subscriptions strategy, redesigning the Sports Illustrated article page, leading our Customer Data Platform (CDP) and building the newsletter program 0-to-1

### AXIOS MEDIA (Remote)

*500-person start-up; expanding from politics-focused news to solutions that help readers in their daily lives*

#### Associate Director, Product

July 2022 – August 2024 (Layoff)

Set product strategy for end-to-end engagement features in a rapidly growing startup environment

- Managed three product managers (2 senior, 1 junior), driving career growth and optimizing team performance; **promoted one junior product manager to Product Manager Level 1**
- Pitched a [0-1 media asset manager](#), **saving Axios news teams 80 hours per month**
- Launched ML-powered subject line guidance, **boosting estimated open rates by 3%**
- Led 0-1 launch of a redesigned newsletter editor, introducing a new story form and syndication menu that **boosted page views by 400,000** per quarter and **time savings of 30 hours per week**
- **Piloted Axios's first AI feature** using DALL-E's text-to-image generator, identifying a practical use case for the illustrations team to generate derivative image assets
- Led stakeholder communications of wikification-powered automated content tagging, **expanding targetable ad tags from 6 to 20 per story**

#### Senior Product Manager

January 2021 – July 2022

Product lead for editorial tooling, ads and growth

- Managed 2 associate product managers, promoting 1 to a team lead and Product Manager Level 1
- Led cross-team migration of Axios.com off AMP to standard HTML, improving developer experience and enabling new feature development including advanced reader targeting via Braze

- Oversaw launch of [Axios Local](#) growing page views by 1M within 6 months, advertising sponsorship (\$3M) and jobs page of \$150,000 per month
- Helped scale 2 product teams to 5 and introduced team narrative decks and OKR templates

## THE NEW YORK TIMES (New York, NY)

5,000-person company; well-known news media brand with a global presence

### Senior Product Manager, Publishing

January 2020 – January 2021

Product lead for Oak, the authoring tool powering the editing and publishing of all New York Times articles

- Developed and launched a fallback text editor to maintain article authoring capabilities during a global GCP outage, ensuring uninterrupted newsroom operations
- Collaborated on discovery of [in-tool guidance features](#), reducing support inquiries by 5%
- Extended Oak's platform capabilities to support a broader range of content types (e.g., recipes, mini articles), driving improved operational efficiency and scalability

### Senior Product Manager, Newsletters and Push Notifications

June 2019 – January 2020

### Product Manager, Newsletters and Push Notifications

January 2017 – May 2019

### Associate Product Manager, Newsletters

March 2015 – January 2017

Doubled and restructured the messaging team to better support increasing readership numbers

- Launched an in-house messaging platform capable of **deploying 3B+ emails** annually, reducing send times from hours to minutes
- Tested account registration on newsletter sign-up forms, **boosting paid subscriptions by 4%**
- [Redesigned the Dealbook newsletter](#), contributing to 30% of annual email revenue
- Developed a tool for creating [newsletter sign-up assets](#) without engineering involvement, **reducing speed to market from 2 weeks to 2 minutes.**
- Collaborated with Audience Development to launch the first [co-branded newsletter content swap](#), boosting engagement and exposure to new audiences
- Managed one product analyst

## PROJECTS / CASE STUDIES

- [Sports Illustrated Revamp](#) - A proposal for improving the Sports Illustrated site
- [Doximity Cross-Product Engagement Module](#): New feature that drives traffic to the newsfeed
- [Athena Says \(BETA\)](#), Founder: A practice platform for public speaking

## EDUCATION

MS: DIGITAL AND PRINT MEDIA - NEW YORK UNIVERSITY

May 2014

BBA: MARKETING / OPERATIONS & WRITING, UNIVERSITY OF NEW MEXICO

December 2011

## SKILLS & INTERESTS

Rolling up my sleeves, AI/ML, growth, paid subscriptions, content creation tools, survey creation & analysis, Google Analytics, Looker, Jira, OKRs, A/B testing, sprint planning, agile, stakeholder management, cross-functional projects, HTML / CSS, skiing, spicy food, [@simplefoodbymom](#)