

LINDSAY MARIE GODDARD

Always give it my all. Enjoy brainstorming new product ideas.

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WORK EXPERIENCE

JUL '22 – PRESENT

AXIOS MEDIA, Associate Director, Product

JAN '21 – JUL '22

AXIOS MEDIA, Senior Product Manager

Lead product development for new story forms across all reader-facing surfaces and editorial tooling for Axios's in-house CMS. Guide complex, cross-team priorities at a fast-paced, scaling startup.

- Manage two teams of four product managers, supporting career development and efficiencies across teams
- Led strategy and execution of a new newsletter card story form, contributing to site traffic and impressions as well as unlocking critical workflow efficiencies including syndication
- Led cross-team migration of Axios.com off AMP to more standard HTML, boosting Google search traffic, unlocking development of new features such as table stakes reader targeting and shortening development time by way of prebuilt components
- Originated the creation and analysis of a new survey for the newsroom, setting more detailed qualitative success metrics aligned with newsroom goals
- Supported the release of a new live blog story format, boosting page views
- Reduced newsletter production times by 26 hours per week via the introduction of a simple feature that pre-populates stories from newsletters (built during hack week!)
- Launched a new ad unit on [axios.com](https://www.axios.com), increasing article revenue by 15%

JAN '20 – JAN '21

THE NEW YORK TIMES, Senior Product Manager, Publishing

Product lead for Oak, the primary tool used by the newsroom for editing and publishing articles.

- Launched a fallback tool for authoring articles during a global GCP outage
- Collaborated on discovery to launch in-tool guidance features for newsroom users
- Extended the tool as a platform that supports new content types

JUNE '19 – JAN '20

THE NEW YORK TIMES, Senior Product Manager, Messaging

JAN '17 – MAY '19

THE NEW YORK TIMES, Product Manager, Messaging

MAR '15 – JAN '17

THE NEW YORK TIMES, Associate Product Manager, Email

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

- Launched an in-house messaging platform (deploys 3B+ emails year) that supports the scheduling, production and reporting of email, shortening send times from hours to minutes
- Tested account registration on newsletter sign-up modules, increasing paid subscriptions by 4%
- Relaunched the DealBook newsletter as an essential read for the business community, contributing to 30% of yearly email revenue
- Launched a newsletter production tool complete with [responsive template layouts](#), shortening the development of a new newsletter from months to minutes and doubling engagement

PROJECTS

ATHENA SAYS (BETA), Founder: [Athena Says](#) is a platform that helps women in business become more effective communicators

EDUCATION

MS: PUBLISHING (DIGITAL AND PRINT MEDIA), NEW YORK UNIVERSITY, 3.8

BBA, UNIVERSITY OF NEW MEXICO, 4.0

Majors: Marketing, Operations Management | Minor: Professional Writing

INTERESTS/SKILLS

INTERESTS: Skiing, [creative writing](#), always on the lookout for really spicy food and brainstorming new product ideas like [Twitter's next news gathering tool](#). **SKILLS:** CSPO, Google Analytics, A/B testing