



CHELSEA LYN RODEN

Product Leader • Creator • Advocate • (she / they)



EXPERIENCE

HEAD OF LEARNING CONTENT

(Previously *LEAD CONTENT PRODUCT MANAGER*)

Jun. 2021 – Present | Language Drops (Kahoot!)

- Curating 50 language courses, including 5 new languages and over 100 diverse vocabulary lessons.
- Collaborating to design impactful learning UX, like Quiz Mode which **boosted user retention by 5x!**
- Leading the content product team, owning the content product strategy and roadmap.
- Driving user-centric decisions by conducting user research and data analytics.

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EXPERTISE

LEARNING DESIGN

PRODUCT STRATEGY

WRITING & EDITING

UX DESIGN & RESEARCH

SENIOR LEADERSHIP

A/B TESTING

DIGITAL CONTENT MANAGER / Jul. 2019 – Jun. 2021

National Geographic Learning ELT – Boston, MA (Remote)

- Project management and digital product development for their interactive English-learning textbooks and assessment programs.

EDITORIAL ASSISTANT / Jun. 2017 – Feb. 2020

The Journal of Transcultural Studies – Heidelberg, Germany

- Copyediting academic articles, layout design, typesetting.

ENGLISH LANGUAGE TRAINER / Jan. 2019 – Jan. 2020

das Seminarhaus – Weinheim, Germany

- Individualized lesson planning and language coaching for businesses.

PERMISSIONS ASSOCIATE / Mar. 2015 – Aug. 2016

Macmillan Education – New York, NY (Remote)

- Managed the rights contracts for up to 20 projects.

EBOOK CONSULTANT / Sept. 2014 – Dec. 2014

Appalachian Mountain Club Books – Boston, MA

- Produced, edited, and published ebook versions of print titles.
- Earlier as an intern: Typeset books, conducted photo research.

PRODUCTION INTERN / Sept. 2014 – Dec. 2014

Ploughshares Literary Journal – Boston, MA

- Designed graphics, covers, layout, and assisted with copyediting.

INTERNATIONAL RIGHTS INTERN / May 2014 – Aug. 2014

Perseus Books Group – Boston, MA

- Coordinated permissions internationally; copywriting.

HIGHLIGHTS

HerHackathon 2023

Beiersdorf Challenge Winner

Acted as Product Designer and business lead creating a virtual store concept for Beiersdorf.

Speaker at the Lesbians Who Tech Conference 2022

“Standing with Ukraine: Tech Solutions for Crisis Moments”
About fast-tracking our Ukrainian language course and providing free learning for over 200k refugees.

Drops Pride Campaign Leader

Made Drops the first language app with vocabulary lessons focused on LGBTQ+ experiences.

Partner of the Quarter 2015

Starbucks Coffee Company

EDUCATION

- UNIVERSITÄT HEIDELBERG – HEIDELBERG, GERMANY
 - M.A. English Literature and Linguistics
 - GPA 1.1, Thesis: *Teaching Hip-Hop in Literature Class*
- HARVARD LAW SCHOOL – CAMBRIDGE, MA, USA
 - CopyrightX Course, Certificate of Completion
- EMERSON COLLEGE – BOSTON, MA, USA
 - B.A. Writing, Literature, and Publishing
 - GPA 3.8, Dean’s Scholarship, Summa Cum Laude
- KASTEEL WELL – WELL, NETHERLANDS
 - Study Abroad Program
- HOOVER HIGH SCHOOL – NORTH CANTON, OH
 - Journalism, English, Music and Art
 - GPA 4.4, Summa Cum Laude Speaker for the Arts

ADDITIONAL EXPERIENCE

EMERSON COLLEGE

WELL, NETHERLANDS

Adjunct Professor (Travel Writing) / Aug. 2021 – 2022

DIGITAL CLR PHOTOGRAPHY

BOSTON, MA

Self-Employed Photographer / Jun. 2011 – 2016

STARBUCKS COFFEE CO.

BOSTON, MA

Partner and Barista Trainer / Sept. 2013 – Jul. 2015

WHAT YOU CAN EXPECT FROM ME:

- 📅 Detailed roadmaps, with experience in backlog management, agile sprint planning, and execution.
- 📄 I’m known for my *beautiful* Confluence docs, but I’m also adept at translating what’s going on in my brain using **G Suite**, **Microsoft Office**, **Slack** threads, **Jira** tickets, **Notion**, and **Figma**.
- ✍️ Comprehensive expertise in overseeing the entire lifecycle of B2C and B2B products.
- ❓ Data-backed insights, ensuring a user-centric mindset throughout the product development process.
- 🔄 Team leadership (with lots of Slack reactions): I love to advocate for team members and their ideas.
- 🏠 Going the distance from a distance. (I’ve been collaborating remotely *long before* 2020).
- 🗨️ Facilitation wizardry (workshops, presentations, ideation sessions) and mentorship/coaching.