

Joseph Manbeck, PSPO I

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PRODUCT MANAGER

Product Management leader with more than 10 years of experience supporting creative technology and e-commerce industries. Expertise includes digital product strategy, product roadmap execution, process improvement, team leadership, customer experience optimization, agile process implementation, and partner relationship management. Known for driving measurable growth and engagement through innovative product solutions and fostering collaboration across technical and business teams.

CORE COMPETENCIES

- Cross-Functional Leadership
- Data-Driven Decision Making
- Stakeholder Communication
- Product Strategy and Execution
- Customer Experience Design
- Project & Program Management
- Agile Product Development
- Market Research & Analysis
- Continuous Improvement

KEY ACCOMPLISHMENTS

- Led development and phased rollout of \$1M+ Fontspring custom sales product, resulting in 80% revenue growth and exceeding signup, engagement, and utilization KPIs
- Facilitated \$43M+ in 2023 annual sales by developing and defining product vision, roadmap, and life cycle to align with Creative Market goals and partner needs
- Implemented Shape Up agile product management framework, resulting in more than 60% increase in on-time product delivery by Fontspring
- Led development and rollout of programs to highlight featured Creative Market products, providing greater visibility and control for partners and leading to 36% increase in click-through
- Developed and refined systems and procedures at Fontspring to enhance customer and supplier experience, including quote and invoice lifecycle tracking that resulted in 20% increase in custom sales

PROFESSIONAL EXPERIENCE

Good Neighbors Home Repair, Inc., Kennett Square, PA

03/2025 – Present

Nonprofit that provides free, critical home repairs to low-income homeowners.

Project Manager (part-time)

Oversee critical home repair projects for low-income and asset-limited homeowners. Own project lifecycle for critical home repairs including scoping needs, planning execution, managing resources, and delivering quality outcomes that improve safety and livability.

- Managed teams of up to 15 volunteers; ensured alignment on project goals and safety / quality standards
- Scoped, estimated, and procured materials for repair projects ranging in size up to \$5K in materials such as roofing, flooring, plumbing, and structural safety enhancements
- Interviewed 20 homeowners and listened empathetically to translate concerns into actionable repair plans and manage expectations

Creative Market, Wilmington, DE

09/2014 – 06/2024

Online platform for sales of digital design assets (e.g., fonts, templates, graphics, photos) by independent creatives.

Director of Product (01/2022 – 06/2024) (remote)

Directed end-to-end product management and product strategy for digital e-commerce platform (Fontspring.com). Led cross-functional teams delivering new supplier-facing features and design

enhancements that strengthened engagement across both Fontspring.com and CreativeMarket.com. Applied agile methodologies to drive iterative development, accelerate delivery, and optimize business performance.

- Integrated OpenAI's Application Programming Interface (API) to enrich product listings with dynamically generated metadata, improving product discoverability
- Facilitated \$43M+ in 2023 annual sales by developing and defining product vision, roadmap, and life cycle to align with organizational goals and partner needs
- Increased site engagement by 16% via complete front-end redesign of Fontspring website that improved user experience (UX) and functionality
- Led development and rollout of programs to highlight featured products, providing greater visibility and control for partners and leading to 36% increase in click-through
- Conducted largest survey to date of 41K+ sellers to discern pain points and prioritize improvements
- Implemented plans that brought 570M products to market by managing relationships with two (2) high-value external asset partners

Product Manager – Fontspring (09/2019 – 01/2022)

Directed development of website features, marketing efforts, SEO optimization, and customer service enhancements. Managed team of three (3): Sales Manager, Customer Service Specialist, and Marketing and Design Specialist. Delivered product improvements that enhanced UX and addressed company strategic goals through agile methodology. Served on executive team that shaped product vision and strategy.

- Led development and phased rollout of \$1M+ corporate custom sales product, resulting in 80% revenue growth and exceeding signup, engagement, and utilization KPIs
- Implemented Shape Up agile product management framework, resulting in more than 60% increase in on-time product delivery
- Directed email newsletter strategy that grew subscriber list from zero to over 50,000
- Cultivated and maintained relationships with 30 key external industry partners

Relationships Manager – Fontspring (06/2016 – 09/2019)

Led all client, supplier, and affiliate relationship initiatives. Implemented scalable systems and optimized service processes to improve customer satisfaction and retention. Supervised and coached Customer Support Specialist and Vendor Support Specialist to provide high-quality customer service. Implemented comprehensive training programs for employees managing external partner relationships.

- Developed and refined systems and procedures to enhance customer and supplier experience, including quote and invoice lifecycle tracking that resulted in 20% increase in custom sales
- Launched post-purchase surveys to discern customer concerns and prioritize product enhancements, such as improved checkout experience, favorites option, and payment methods
- Partnered with development team to design and implement site features to meet supplier needs, such as broader payout options and page and product customization capabilities

Customer Support Representative – Fontspring (09/2014 – 06/2016)

Delivered top-tier support as primary point of contact for resolution of sales and service technical inquiries. Partnered with engineering teams to improve website functionality and operational efficiency.

- Decreased support requests by 18% by flagging recurring support requests, identifying process / system enhancements, and authoring help articles to improve customer experience (CX)
- Offered expert advice on products and pricing to 5K+ unique customers annually

CMC Energy Services, Fort Washington, PA

01/2013 – 09/2014

Energy efficiency leader that provides program management, energy audits, and engineering to save energy.

Residential Energy Auditor

Performed residential energy audits. Combined technical testing, customer interviews, and data analysis to evaluate building systems and recommend opportunities for cost-effective, sustainable improvements.

- Conducted more than 1,000 full-scope home energy evaluations annually
- Delivered 30% reductions in household energy use via high-impact conservation recommendations

Habitat for Humanity, Atlanta, GA

09/2009 – 09/2012

Nonprofit that partners with families and volunteers to build / repair affordable homes and revitalize neighborhoods.

Volunteer and Construction Coordinator – Central Delaware (10/2011 – 09/2012)

Oversaw residential construction operations and volunteer coordination. Led full life cycle of construction projects (new home builds, renovations, and energy-efficiency initiatives). Managed budgeting, materials procurement, subcontractor oversight, and code compliance.

- Doubled annual construction output from three (3) to seven (7) homes per year
- Directed more than 600 volunteers contributing 2,500+ hours and used post-volunteer surveys to identify process and schedule changes that improved engagement and retention
- Researched and implemented energy-efficient construction standards, securing two (2) Energy Star 3.0 certifications and reducing homeowner energy costs by up to 30%
- Used new ReStore storage capacity to leverage bulk shipments of Dow-donated building materials that improved Energy Star ratings and improved homeowner satisfaction
- Improved operational systems by using bulk ordering to manage costs and introducing quality control processes utilized in Spokane that enhanced build quality and efficiency

Construction Associate – Spokane (09/2009 – 07/2011)

Coordinated volunteer activities across all phases of residential construction and renovation while ensuring safety, quality, and efficiency across multiple sites.

- Led construction projects on 12 new home builds and six (6) renovations, including single-family homes, duplexes, and multi-family units
- Supervised and trained over 13,000 volunteers completing 40,000+ service hours
- Co-implemented improved green building construction standards and achieved Northwest Energy Star and Built Green certifications for all new construction
- Co-developed and implemented new quality control system that ensured completion of each construction phase, thereby improving efficiency and reducing callbacks

EDUCATION

Bachelor of Arts in Sociology / Social Psychology, Lehigh University, Bethlehem, PA

CERTIFICATIONS / LICENSES

Professional Scrum Product Owner I (PSPO I), Scrum.org

Building Analyst Professional (BA-P), Building Performance Institute, Inc. (expired)

TECHNICAL SKILLS

Development & Data Tools: HTML, CSS, PHP, Python, JavaScript, MySQL, WordPress, Metabase, Amplitude, Google Analytics, OpenAI API | **Project Management & Communication:** Asana, Monday, Basecamp, Jira, Confluence, Linear, Notion, ProductPlan, Help Scout, Zendesk, Mailchimp | **Business Operations & Productivity:** Pipedrive, QuickBooks, Word, Excel, G-Suite

VOLUNTEER and COMMUNITY

Faith Presbyterian Church, Wilmington, DE: Ruling Elder (2025 – Present); Deacon (2014 – 2025), Chair (2023 – 2024), Treasurer (2014 – 2017) | **Woodside Manor Civic Association**, Wilmington, DE: President (2024 – Present) | **Brandywine Little League**, Wilmington, DE: Baseball Head Coach (2017 – Present)