



Firdely Dja

Lead | Senior Product Manager

Driving License
- France

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Product Management

Growth Hacking

Digital Strategy

Leadership

Effective Communication



Product Leader with 10+ years in product management across high-growth digital products : dating, media & digital news (B2C), with skills directly transferable to B2B/SaaS environments.

Led end-to-end product strategy at Match Group (Monetization & Revenue) and Meetic Europe (Top of Funnel) — from product discovery and user research to go-to-market execution and KPI-driven optimization.

Impact-focused approach: consistently tied product decisions to measurable business outcomes — conversion rate improvements, MAU growth, retention, and ROI across acquisition and engagement funnels.

Core expertise: PLG · A/B testing · funnel & conversion optimization · retention & MAU growth · stakeholder management · agile roadmapping · data-driven decision-making

Cross-functional collaborator: experienced driving alignment across engineering, design, data, marketing and C-level stakeholders in international environments.

Currently building AI-powered product strategy skills, including AI-assisted prototyping and LLM-based feature development.

EXPERIENCES

Senior Product Manager (Revenue & Monetization)



Match Group - Since January 2025

- ▶ Leading monetization strategy and incremental revenue growth across 10+ dating brands in EU & North America — including Meetic Europe, Match US, Ourtime, Stir, BLK, Chispa and Affinity brands.
- ▶ Define and implement new product revenue models (paywall, freemium, bundles, upsells) across the E&E portfolio, identifying untapped monetization opportunities beyond existing brand roadmaps
- ▶ Develop and test pricing strategies across brands — running A/B tests on price points, offer structures and packaging to maximize revenue per user
- ▶ Optimize conversion across the purchase journey — reducing friction points and designing growth levers including free trials, referrals and promotional mechanics
- ▶ Lead go-to-market positioning for premium features — crafting value perception strategies and optimizing the purchase funnel across EU and North American markets
- ▶ Drive buyer & market research — analyzing user behaviors, competitive landscape and market trends to build brand-specific personas and prioritize initiatives
- ▶ Cross-functional collaboration with design, marketing, data and engineering teams across multiple brands and geographies

Senior Product Manager (Engagement , Trust & Safety)



Match Group - October 2022 to January 2025

- ▶ Led product strategy to drive user engagement and platform trust across multiple Match Group brands — focusing on profile authenticity, interaction quality, and core engagement mechanics.
- ▶ Owned end-to-end product strategy for engagement surfaces to increase interaction rates and match quality across brands

- ▶ Shipped profile verification features to strengthen user authenticity and build platform trust, directly improving engagement metrics
- ▶ Redesigned profile experiences to promote depth and authenticity — enabling users to better express themselves and increasing the quality of connections
- ▶ Shipped trust & safety messaging flows — including friction-based features such as "Are you sure?" prompts to reduce harmful interactions and improve user safety at scale
- ▶ Explored new interaction patterns to reduce user fatigue and increase meaningful engagement across the dating funnel
- ▶ ? Communicated product vision, tradeoffs and decisions clearly to partners and leadership across multiple brands and geographies
- ▶ ? Mentored a Junior PM — supporting their growth in product thinking, prioritization and stakeholder communication

Senior Product Manager (Top of the funnel)



Meetic (Match Group) - April 2020 to October 2022

- ▶ Define and communicate product vision and strategy to stakeholders
Establish key success metrics: adoption, business impact, engagement
Led migration assessment and recommendations on a new platform US/EU
- ▶ User research and data analysis to identify pain points and technical needs
Prioritize problems and solutions and defined MVP.
- ▶ Define requirements, user stories, UAT (Confluence, JIRA, Notion)
Built development roadmap and managed sprint with EM
Managed change activities (demos, release mail, trainings)

Head of Mobile App & Growth



Prisma Media - February 2017 to April 2020

- ▶ Define product strategy & vision for Mobile apps with product leaders, market leads & stakeholders for 13+ brands (Télé-Loisirs, Voici, Capital..)
- ▶ Define acquisition strategy for 13+ brands using organic (CRM, push) and paid (Google Ads, Snapchat, Search Ads) channels to drive growth and maximize ROI.
- ▶ Monitor, analyze, and report on KPIs to ensure marketing and product initiatives are driving profitable
- ▶ Managed a team of three Product/Acquisition Managers responsible for product cycle development and growth strategies
- ▶ Audited & led migration to new attribution tool and CRM push notification systems for better tracking and improve user engagement
- ▶ Brought Paid Ads campaigns in-house to optimize and directly control ad spend and performance

Mobile Product Manager



20 Minutes - March 2015 to January 2017 - Paris - France

- ▶ Managed mobile app delivery on the leading OS (iOS, Android, Windows) through all its phases, including Solution Design, Planning, Build, Monetization and Test, Deployment and transition to Maintenance
- ▶ Successfully managed a complete redesign and launch of apps on Windows 10, Android and iOS platform
- ▶ Worked with high functioning technical teams including mobile solution architects, designers, creative team and developers to deliver mobile app
- ▶ Planned and scheduled project activities, tasks, milestones and deliverables
- ▶ Drove new user acquisition through multiple ad partners while owning optimization decisions based on LTV and ROI evaluation
- ▶ Continued to improve our analytic tools and ASO for managing, analyzing, and optimizing user acquisition
- ▶ Worked with marketing, sales and internal teams to promote the brand

- ▶ Status reporting (regular audience/performance data gathering) to managers and stakeholders on the progress of mobile projects, key issues and risks
- ▶ Identified and defined users' problems, as well as managing throughout entire solution process

EDUCATION

GenAI for Product Team

AI DISCIPLINE

Since June 2025

AI for Product Management

PENDO I MIND THE PRODUCT

Since 2024

Product-led Certification

PENDO I MIND THE PRODUCT

Since 2024

Master Degree : Professional Program in Digital Business, option Digital Project Manager

DIGITAL SCHOOL

2016

Train operational managers in Digital Business. Develop the necessary skills to define a strategy, manage and pilot Web and Mobile projects.

Digital Media and Web development

Project Management: Functional specifications, wireframes, storyboard, planning...

Visual Media, Branding and Creativity: Photoshop, Illustrator, InDesign

SKILLS

Product Management

- ▶ Discovery
- ▶ User research
- ▶ Good communication skills
- ▶ Design Thinking
- ▶ Lean/ Scrum
- ▶ UX Writing
- ▶ Strategy & vision

Language

- ▶ English (fluent)
- ▶ Spanish (notions)
- ▶ German (notions)

INTERESTS

Sports

- ▶ Volley ball
- ▶ Yoga
- ▶ Fitness