ANNA BARTO

PRODUCT MANAGER · TECH-LED MEDIA & INNOVATION · EX-GOOGLE & YOUTUBE

Email: barto.annie@gmail.com | **Phone & WhatsApp:** +44 7572 995 462
LinkedIn: linkedin.com/in/anna-barto-product | **Portfolio:** annabarto.com | **Writing:** medium.com/@annabarto
Based in Zürich | Open to European opportunities

Product leader with over 14 years of experience in product management, strategy, partnerships, and media innovation at Google, YouTube, and early-stage startups. Track record of 0→1 product building, hypothesis-driven discovery, and experimentation across platform and media products. Fluent in AI-assisted workflows. CSPO®.

CORE COMPETENCIES

Product Strategy & Execution | Hypothesis-Driven Discovery | 0→1 Product Building | AI Strategy & Prototyping | Experimentation | User & Market Research | Growth Strategy | Go-to-Market Strategy | Cross-Functional Team Leadership | Prioritization & Trade-offs | Agile (Scrum) | Basic SQL | Cross-Platform User Experience

PLATFORM & TOOL EXPERTISE

AI Prototyping & Assistants
Claude Code, ChatGPT, NotebookLM, Magic Patterns

Bug Tracking & Documentation
Buganizer (JIRA-equivalent), g3doc/Confluence, Google Sites

Workflow & Collaboration
Airtable, Miro, Asana, Monday.com, Relay.app

Design & Digital Assets
Adobe Suite (Basic), Canva, Artlist.io, Frame.io, Iconik.io

Analytics & Performance
Google Analytics, PostHog, YouTube Analytics, Optimizely

Content & Media Systems
YouTube CMS, Content ID, Libsyn

SELECTED PRODUCT HIGHLIGHTS

Representative product work spanning strategy, discovery, experimentation, and 0→1 building:

• **Built 0→1 Product Portfolio at Moniify, Product-Led Media Startup:** Within six months, developed three video-first products, each built around a distinct audience or market insight; launched two; and hired 20+ hybrid product-editorial team. [annabarto.com/moniify]

• **Ran AI Dubbing Experiment at Google:** Proposed and executed multilingual AI dubbing pilot for developer content at Google Developer Media Lab. AI-dubbed tracks used 3× more often than subtitles; ~70% cheaper than human dubbing. [annabarto.com/ai-dubbing]

• **Doubled Developer Audience via Research-Led Insights:** Ran end-to-end user study (387 responses; 95% confidence for 210K UMV) that surfaced audience needs around programming, discoverability, and accessibility. Doubled reach and boosted engagement ~20%. [annabarto.com/developer-insights]

• **Improved Cross-Platform Delivery & Adoption at Google:** Addressed UI limitations and distribution latency for Google's developer podcast. Designed discoverability experiments that lifted downloads by 146% and 247%, and kick-started a viral growth loop. [annabarto.com/cross-platform-delivery]

• **Led Creator Crowdfunding Product Discovery at YouTube:** Mapped creator crowdfunding ecosystem combining SQL data mining, market analysis, and qualitative insights. Research informed YouTube's later native creator funding features. [annabarto.com/creator-crowdfunding]

FEATURED PERSONAL PROJECT

• **AI-Assisted Website Build:** Built personal portfolio website using ChatGPT, Magic Patterns, and Claude Code for end-to-end prototyping and development. [annabarto.com/building-with-ai]

PROFESSIONAL EXPERIENCE

hgs Consultants   Nov. 2025 – Present
Freelance Consultant, Product & Media

- Providing product and media consulting to early-stage startups, focusing on product strategy, user research, and AI-assisted workflows.

Google Developer Product Marketing   May 2025 – Aug. 2025
Acting Executive Producer
(Contracted via Randstad Digital Switzerland)

- Short-term role covering parental leave; focused on market and audience research to inform early 2026 product marketing planning for Google's developer ecosystem.

Moniify   Jun. 2024 – Mar. 2025
Product Lead

- Owned end-to-end product lifecycle for three 0→1 video-first products, from discovery through launch. [See Selected Product Highlights]
- Reported to CPO of Moniify, a stealth-stage media startup reinventing business and tech news for younger audiences.
- Conducted user, market, and competitive research to shape product hypotheses and guide iterations.
- Designed Airtable workflow systems automating 10K+ manual handoffs annually across 700+ video workflows. [annabarto.com/airtable-app]
- Partnered with analytics, design, and engineering on data requirements and feature prioritization.
- Drove format prototyping and A/B testing to refine engagement and retention.

Google Developer Media Lab   Feb. 2018 – May 2024
Senior Producer, Media Innovation & Research
(Contracted via Advanced Systems Group)

- Led product initiatives including user research (contributing to 2× developer audience growth), AI experimentation (3× adoption vs subtitles), accessibility, and cross-platform growth experiments (146% and 247% increases in downloads). [See Selected Product Highlights]
- Promoted from Producer to Senior Producer in Google Developer Media Lab, a content innovation unit serving developers across products such as Google Search, Google Maps Platform, and Quantum Computing.
- Managed a team of 4 producers, $1M+ budgets, and coordinated production teams across the US and EMEA.

YouTube   Sep. 2014 – Jul. 2017
Strategic Partner Manager

- Led product discovery into creator crowdfunding as 20% initiative. [See Selected Product Highlights]
- Owned regional go-to-market strategy for YouTube Partner Program, enabling monetization for 1M+ channels and 100M+ weekly views across 10 EMEA markets.

Transform@lab   Jun. 2014 – Sep. 2014
Project Manager, Transmedia

- Led prototyping and design of Transmedia Academy, an experimental education product blending a tablet app, MOOC, and interview-based web series, testing new approaches to cross-platform storytelling.
- Transform@lab was a cross-platform development lab in partnership with Skillset Media Academy Wales and MEDIA, co-sponsored by Channel 4.

Google   Jun. 2011 – Aug. 2014
Audience & Media Strategist, Digital Advertising

- Ran beta tests with Facebook AdEx and Nielsen reporting that informed future advertising solutions.
- Developed integrated marketing models with agency partners across YouTube, display, search, and mobile.

EARLY VENTURES

Lafluence (Founding Team, Pre-Launch): Contributed product strategy and creator insights during development of influencer marketing marketplace (now leading CEE player); exited pre-launch. | Feb. 2016 – Nov. 2017

EDUCATION

BSc: Business, Language & Culture (research-based degree taught in English & Spanish), Copenhagen Business School (Denmark) | 2008 – 2011

SELECTED PROFESSIONAL DEVELOPMENT

Product Management & AI:
- Reforge: AI Strategy, AI Productivity for Product Managers, Mastering Product Analytics (2025)
- Scrum Alliance: Certified Scrum Product Owner (CSPO®) (2025)