

Cydel Micah Giraudel

Austin, TX | giraudelc@gmail.com | (908) 229-8395 | cydel.com | LinkedIn

AI PRODUCT & GROWTH LEAD | CREATOR TOOLS | FTUE | PAID ACQUISITION | FUNNEL ANALYTICS

PROFESSIONAL SUMMARY

Product and growth operator with experience building AI video products, creator tools, Web3 consumer products, and conversion funnels from early-stage ambiguity to measurable traction. Strong background across FTUE, onboarding, activation, paid acquisition, analytics, prompt/user-intent systems, UI/UX, and cross-functional product execution. Also building EcoShopGuide, a profitable Pinterest-driven affiliate-commerce system using AI-assisted content, Make.com automation, Amazon Idea Lists, and paid acquisition testing.

SELECTED IMPACT

523 Paid registrations in 7 days	\$6 Cost per paid registration	6-8% Search CTR after rebuild
\$1.30 Average CPC after rebuild	1.7M+ Peak Pinterest monthly impressions	Profitable Affiliate-commerce workflow

PROFESSIONAL EXPERIENCE

Popcorn | Product & Growth Lead / Product Manager

Remote | 2024 - Present

Product and growth lead for an AI video generation platform focused on helping users create, edit, and publish social-native video content from a prompt. Originally joined as Product Manager and expanded into growth ownership across FTUE, onboarding, paid acquisition, activation, analytics, and conversion infrastructure.

- Led product development across AI video generation workflows, FTUE, onboarding, prompt-to-video flows, creative brief generation, user intent capture, editing experiences, and subscription conversion paths.
- Took ownership of growth in 2026, moving paid acquisition in-house after identifying inefficient agency-managed campaign structure, broken attribution, and unclear funnel visibility.
- Rebuilt Google Ads structure from a legacy, noisy setup into a cleaner cohort-based model aligned with funnel intent, improving Search CTR from roughly 2% to 6-8%, with top campaigns reaching around 10%.
- Reduced average CPC from roughly \$4.35 to about \$1.30 by restructuring campaigns, improving targeting, and shifting spend away from underperforming segments.
- Lowered cost per subscription-page visit from roughly \$44 to about \$10-\$15 blended, with best campaigns reaching about \$8-\$11.
- Increased Google Ads optimization score from 67% to roughly 90% by cleaning up campaign structure, conversion goals, bidding signals, and account hygiene.
- Re-instrumented conversion tracking end to end, moving away from legacy Revel app install and YouTube-view signals toward cleaner intent-based funnel events such as paywall visits and subscription-package clicks.
- Launched and iterated a measurable FTUE funnel where none previously existed, enabling visibility into visitor-to-registration, paywall reach, and subscription intent.
- Drove paid signup rate to 38.8% and organic signup rate to 18.7% within the new FTUE flow, while generating about 523 new paid registrations in a 7-day window at roughly \$6 cost per registration.
- Partnered with engineering, design, creative, and leadership to simplify onboarding, reduce user effort before first value, and clarify the path from prompt to useful AI-generated video.

Revel | Product Manager, Founding Team

Remote | Jan 2022 - 2024

Founding team product manager for a Web3-adjacent consumer app focused on digital ownership, community, and marketplace experiences. Led product development from early concept through launch, growth, iteration, and app-store distribution.

- Spearheaded development of a consumer product that grew to a high of 6,000 weekly active users and 57% D1 retention.
- Led a cross-functional team of 3 designers and 4 engineers across product discovery, design, specs, development, launch, and iteration.
- Owned UI/UX workflows in Figma, contributing to a 27% increase in retention and acquisition through improved onboarding, navigation, and feature experiences.
- Managed Agile product development cycles using Linear, keeping engineering, design, and leadership aligned on roadmap priorities and sprint execution.
- Conducted A/B testing, funnel analysis, and product performance reviews using Amplitude to optimize engagement, retention, and user behavior.
- Helped launch one of the first meaningful NFT marketplace apps in major app stores while supporting Web3 and blockchain compatibility within a consumer-friendly experience.

Props | Ecosystem Manager

Remote | Dec 2020 - Dec 2021

- Worked across ecosystem growth, marketing, web optimization, community initiatives, partner support, and NFT/DeFi research for a blockchain-based loyalty and token infrastructure company.
- Led website and landing page improvements using HTML, CSS, JavaScript, and HubL, contributing to stronger SEO performance and improved conversion paths.
- Supported conversion rate optimization through web updates, messaging improvements, and user journey refinements.
- Led marketing initiatives including AMA sessions, community NFT drops, ecosystem campaigns, and partner collaborations.
- Conducted NFT, DeFi, and Web3 market research to support new product and ecosystem development.

Props | Business Development Associate

Remote | Aug 2020 - Dec 2020

- Led partner research and outreach to identify new ecosystem opportunities and expansion channels.
- Communicated the value of the Props loyalty token to partners, stakeholders, and investor audiences.
- Managed token distributions and verified transactions through Etherscan for partner and DApp audits.
- Used data visualization and market analysis to evaluate price action, user engagement, and ecosystem trends.

SELECTED PROJECTS

EcoShopGuide | Founder / Growth Operator2025 - Present

Built and scaled an affiliate-commerce media project focused on Pinterest-driven product discovery across home, wellness, lifestyle, dorm, patio, seasonal, and giftable product categories. Developed a repeatable content and monetization system using Pinterest distribution, Amazon Idea Lists, affiliate tracking, Make.com automation, and AI-assisted creative workflows.

- Grew Pinterest distribution to over 1.7M monthly impressions at peak through board strategy, content testing, keyword-led titles, and consistent creative iteration.
- Built a Pinterest-to-Amazon affiliate funnel using Amazon Idea Lists, product curation, paid Pinterest campaigns, automated workflows, and custom tracking IDs.
- Launched and tested paid Pinterest campaigns across multiple lifestyle and product categories, generating roughly 400 outbound clicks per day to affiliate storefronts during early campaign testing.
- Reached approximately \$1,000 in Amazon ordered revenue within the first 10 days of paid affiliate testing, while driving early purchase volume of roughly 5 orders per day.
- Improved affiliate-store conversion from roughly 0.86% early in testing to approximately 2% as product curation and traffic quality improved.
- Reached profitability on the Pinterest / Amazon / Make.com affiliate workflow, validating the system as a repeatable growth and monetization engine.
- Built AI-assisted workflows for Pinterest title generation, product descriptions, board-specific content creation, product-list expansion, and creative testing.
- Identified that Amazon's roughly 3% commission structure limited scalability, leading to a strategic shift toward higher-commission affiliate networks and direct brand partnerships.

SKILLS

Product: Product Strategy, Roadmap Planning, User Research, UI/UX, Feature Specs, FTUE, Onboarding, Activation, Prioritization, Cross-Functional Execution
Growth: Paid Acquisition, Google Ads, Pinterest Ads, Funnel Optimization, Conversion Tracking, Registration Flows, Lifecycle Thinking, A/B Testing, Paid Social Experimentation
AI: AI Video Generation, Prompt-to-Video Workflows, Creative Brief Generation, Prompt Systems, User Intent Capture, AI Output Evaluation, Agentic Workflows, AI-Assisted Automation
Analytics: Amplitude, Segment, Funnel Analysis, Event Tracking, Conversion Metrics, Dashboarding, Experimentation
Commerce: Affiliate Commerce, Pinterest Growth, Product Curation, Amazon Affiliate, Creator-Led Commerce, Content-Led Distribution, Workflow Automation, Make.com
Tools: Figma, Linear, Notion, Amplitude, Segment, Stripe, Firebase, Google Ads, Customer.io, Resend, Knock, Vercel, Next.js, HubL, Etherscan

EDUCATION

Rutgers University, New Brunswick | Bachelor of Science,Cell Biology & NeuroscienceSep 2015 - Aug 2020