



Brendan Pitard

Product Manager · AI & Automation · QA Lead

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📁 [PORTFOLIO](#) 🌐 [LinkedIn](#)

PROFILE

Product Manager with experience working on high-volume digital products (1,000+ daily active users), specialising in automation and AI-powered features. Comfortable across the full product cycle, from scoping requirements to tracking key metrics. Holds an MSc in International Relations with a specialisation in International Project Management (University of Groningen). At ease in distributed, international environments.

CORE SKILLS

PRODUCT & PROJECT

Jira, Asana, Trello · Agile / Scrum / Kanban · Roadmap & prioritisation · PRD · A/B Testing · Functional QA

DATA & ANALYTICS

GA4, Looker, Kibana · Funnel & cohort analysis · KPI definition (activation, retention, conversion) · SQL (basic queries)

AI / LLM

Prompt engineering · LLM output evaluation · AI-driven personalisation · Resume/job matching logic · Iteration & optimisation

TECH & TOOLS

Postman, Studio 3T · API integration & testing · Chrome extensions · Browser automation · Figma · ERP Tryton

WORK EXPERIENCE

Product Manager

Nov. 2024 to Mar. 2025

Zippia · Remote · US / BR / CA · Job search platform and labour market analysis tool.

- Led the Job Application Assistant (JAA), a large-scale application automation tool integrating with major ATS platforms (Workday, Greenhouse, Lever) and a Chrome extension. 1,000+ daily active users.
- QA lead: wrote test cases and ran manual tests across all flows (ATS integrations, Chrome extension, onboarding).
- Bug triage: reproduced and qualified reported issues, created tickets, and validated fixes before closing.
- Blocked releases on critical bugs; worked directly with developers to prioritise and resolve issues.
- Coordinated team test campaigns: assigned scope, tracked coverage and consolidated results.
- Led LLM-powered resume tailoring, improving the interview rate per application from 2% to 5%.
- Prompt engineering for job/profile matching, targeted rewriting and evaluation criteria definition (relevance, consistency, acceptance rate).
- Optimised onboarding flows covering CV upload and creation, preference qualification, and extension activation, raising the completion rate to 20%.
- Data-driven tracking of LLM performance and key funnels (onboarding, activation, conversion).
- Coordinated engineering, data and marketing teams around the roadmap, functional specs and A/B tests.
- Contributed to monetisation strategy and the evolution towards advanced automation modes, including autopilot and cloud-based automation.

Customer Success Manager

Jun. 2021 to Dec. 2021

Brasil y Belleza · Barcelona, Spain · Brazilian luxury goods importer.

- Deployed customer satisfaction metrics to improve service quality and reduce costs (delivery, customs, inventory).
- Designed and analysed satisfaction surveys; reporting and KPI tracking.
- Developed B2B partner and prospect network across three markets (Portugal, Spain, France).
- End-to-end order logistics management, from suppliers through invoicing to delivery.

Client Relations Officer

Sept. 2020 to Dec. 2020

Effia · Saint-Malo, France

- Client relationship management, needs identification and project support.
- Administrative coordination with notaries and ERP data updates.
- Schedule and deadline tracking (invoicing, disputes, claims).

Project Manager

Sept. 2017 to Sept. 2020

Ibmundi · Rio de Janeiro, Brazil · International relations simulation platform (Model United Nations exercises).

- Full project ownership covering planning, budgeting, timelines, risk management, and quality control, with regular steering committee facilitation.
- Developed commercial and academic partnerships with universities, embassies and consulates; team recruitment and management.
- Oversaw institutional compliance and coordinated the organisation of simulation events.

PERSONAL PROJECTS

Lift Log · Strength Training Tracker

Ongoing

Progressive Web App, built from scratch · [Live demo](#) ↗

- Logs sets, reps and weight per exercise; manages weekly training splits.
- Tracks personal records (PRs) with history and progress visualisation.
- Bodyweight tracking over time with interactive charts.
- Stack: Firebase (Auth + Firestore), PWA, designed for offline use, Dark mode UI

Personal Portfolio

Personal portfolio website. · [View site](#) ↗

Volunteer, Assistant Project Manager / Developer

2010 to 2018

Project Rose Online

- Managed software and graphic projects; wrote technical and functional specifications.

EDUCATION

MSc International Relations, Specialisation in International Project Management

2023 to 2024

University of Groningen, the Netherlands

BSc International Relations and International Business

2016 to 2020

Universidade IBMEC, Rio de Janeiro, Brazil

LANGUAGES

French · Native English · Fluent Portuguese · Fluent Spanish · Intermediate

VOLUNTEERING

AFS American Field Service, Auvergne-Franche-Comté region (2012 to 2014). Mentored and supported international high school students; organised monthly events and group meetups.

INTERESTS

Weightlifting · Dog sports · Astronomy · Technology · Video games