

# Oscar Craven

## Employment

### Google (Shopping Ads)

**Strategic Product Solutions Consultant** (Contract via Harvey Nash)

**04/2024 – 11/2025**

- Ideated and drove the full product life cycle of an AI tool through a pilot, employing a Lean, MVP-driven strategy to generate **over \$XM** in initial client revenue.
- Identified and solved key client challenges to **drive \$XXm in incremental revenue** by implementing bespoke enterprise solutions, and an additional **~20% of total EMEA retail revenue** over peak period.
- Demonstrated strategic leadership by upskilling & coaching the UK Solutions Team. Directed stakeholder relationship management with senior leadership to influence and implement a core policy change.
- Championed data-driven decision-making to accurately manage product outcomes for a partner training initiative, implementing a targeted outreach strategy that increased attendance by 23% and retention by 16%.

### The Tenant's Voice (An Independent Social Good Project)

**Founder & Product Builder**

**02/2025 - Present**

- Exercised strategic ownership by setting the product vision for '[The Tenant's Voice](#)', an AI tool built to meet critical user needs for UK tenants in housing disputes. Idea validated by saving two tenants 90% of their deposit with an MVP.
- Owned the complete product lifecycle, from initial research and ideation to launching a full stack web application with a serverless back-end and responsive front-end.
- Served as the lead prompt engineer, to design and build a Vector RAG system, translating product requirements into the functional code that powers the application.

### Flixmedia (Content Syndication) - A B2B Small Marketing Tech Company

**Lead Product Manager**

**03/2023 – 04/2024**

- Led a foundational **1-year re-architecture** into a modular, data-first platform, resulting in the delivery of a data-driven personalization engine to power future 1:1 AI-driven user experiences.
- Spearheaded the vision and full product life cycle from roadmap and Go-to-Market (GTM) strategy to execution, delivering **£XXXk** in new revenue **within the first 4 months of starting the role**.
- Championed the strategic direction by applying user-centred insights through a continuous discovery process, translating research into a core UI redesign that better aligned with user needs. This resulted in a **110.12% increase in click-through rates** as well as **add-to-cart actions by 40%**.
- Drove product optimization and operational efficiency by defining and tracking key metrics, leading to a flagship self-service platform design of a core product that **saved £XXk quarterly**.
- Owned the product backlog and agile ceremonies across both the Data and Engineering development teams, translating business requirements into detailed user stories in Jira which drove a **9% increase** in average sprint completion rate.

### Senior Project Manager / Product Owner

**10/2019 - 02/2023**

- Managed the end-to-end delivery of 200+ global e-commerce projects for brands across multiple teams, directly **increasing client Add-to-Cart rates by up to 28%** while maintaining a **97% on-time delivery** KPI and a **5/5 CSAT score**.
- Automated an internal process using Excel Macros to **save 8 hours weekly per PM**.
- Deputised the line management and **coached 8 employees**. Responsible for scoping scalable solutions for major retailers following best practices. Designed the go-to-market strategy for flagship product releases.

**Account Manager at Cablato** (AdTech Startup)

**09/2018 - 09/2019**

**Account Manager at Crowd Emotion** (AI Startup)

**01/2018 - 06/2018**

## Skills & Competencies

**Product Management:** Product Strategy & Roadmap, Lifecycle Management, Go-to-Market (GTM) Strategy, User Research & Discovery, Continuous Improvement, User Stories, KPI Development, A/B Testing, Agile, Scrum, Jira, Confluence, Figma

**Technical Skills:** Generative AI, Prompt Engineering, AI-Assisted Development, Workflow Automation (n8n.io), AI Agents, JavaScript, HTML/CSS, Data Analysis, SQL, Cursor, Lovable, AI Studio

**Business & Strategy:** Business Strategy, Pricing Strategy, Competitive Analysis, Sales Enablement, Stakeholder Management, Market Research, Risk Management, Project Planning, Salesforce, Microsoft Office

**Soft Skills:** Leadership, Cross-Functional Collaboration, Problem-Solving, Communication, Innovation, Entrepreneurship

## Qualifications & Education

AI Product Manager. IBM	11/2025
Generative AI for Product Managers. IBM	11/2025
AI-powered Shopping Ads Certification. Google	02/2024
Product-led Certification. Pendo	03/2023
Product Analytics Certification. Pendo	03/2023
Agile Skills Assessment. LinkedIn	06/2021

Criminology: BA Hons (2.1). University of York  
English (B), French (B), Religious Studies (A). Radley College