# Gianluca Panza Website - panzaguardattigianluca@gmail.com - LinkedIn

## Bringing ideas to life

Full-stack Product Manager with hands-on experience in the fintech and retail trading space, particularly within prop firms. Skilled at turning market and user insights into product strategies. I specialize in building products from 0 to 1 - from ideation and validation to launch and scale. Known for my analytical mindset, ability to uncover high-leverage insights, and strong collaboration with cross-functional teams. Adept at bridging the gap between business goals, user needs, and technical execution.

### Strengths and Expertise

- Discovery & User Research
- Cross-Functional Team Leadership
- Technical Collaboration
- Agile & Scrum Project Management

## **Professional Experience**

#### Easton Consulting Technologies Associate Product Manager

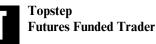
Supporting the development of web-based financial products with a focus on user experience, data accuracy, and scalability. Collaborate with cross-functional teams to define product requirements, analyze user behavior, and ship impactful features. Contribute to roadmap planning, conduct competitive research, and ensure alignment between business goals and technical execution in a fast-paced environment.



### twowaves agency Founder - CEO

Running a product agency focused on turning ideas into digital products. Lead product strategy, design, and development across web and mobile apps.

- Drive end-to-end product execution, from discovery to launch
- Conduct user research, product audits, and branding initiatives
- Manage client acquisition, project delivery, and team leadership
- Oversee a cross-functional team of developers and designers



Actively trading funded capital with a focus on short-term, intraday strategies across volatile markets.

- Specialize in technical analysis and risk management on NQ, ES, NG, and HG contracts
- Execute trades based on market structure, order flow, and momentum setups
- Conduct daily market analysis, trade journaling, and performance reviews
- Maintain strict discipline and emotional control under high volatility
- · Continuously refine trading edge through data tracking and self-assessment

- Full Product Lifecycle Ownership
- Wireframing & Prototyping
- Market Analysis & Competitive Research
- Go-to-Market Planning & Product Marketing

### May 2024 - Present

### September 2023 - Present

March 2025 - Present

# ThinkCapital Product Marketing Analyst

Drove go-to-market efforts through market research, competitive analysis, and strategic product positioning.

- Managed content strategy and execution across 7 social platforms
- Ideated content and wrote scripts while coordinating with creators for brand-aligned, on-time delivery
- Designed marketing assets to boost engagement
- · Conducted data and market analysis to inform product decisions and messaging
- Managed marketing workflows and operations to streamline execution and improve team efficiency
- Ensured alignment between marketing initiatives and broader business objectives



#### Easton Consulting Technologies Product Marketing Analyst

As a Product Marketing Analyst, I played a vital role in shaping the market strategy and positioning of products. My key responsibilities included: Competitive Analysis, Market Research, Product Positioning, Data and Market Analysis, and Content Creation.



### Easton Consulting Technologies Product Analyst

In my role as a Product Analyst, I played a crucial part in enhancing product functionality and user experience. My key responsibilities included: Project Management, Backlog Grooming, UX/UI Design Improvement, Website Design, Backend Features Enhancement, Workflow Improvement, Data and Market Analysis, and Competitive Research.



#### Easton Consulting Technologies Solutions Analyst l

I contributed to various aspects of the business, ensuring seamless operations and successful firm launches. My key responsibilities included: **WordPress Management**, **Email Marketing**, **Database Management**, **Platforms Setup**, **Task Management**, Collaborating with cross-functional teams to support backend operations, Preparing and executing launch plans for new firms, Providing solutions to client issues, and Supporting the development and implementation of business strategies.

# **Certifications & Courses**

### **Product & Project Management**

- PMI Project Management Professional (PMP)®
- Scrum.org Professional Scrum Master I (PSMI)®
- One Month PM Product MBA
- Google Project Management

### **Customer Experience & Marketing**

- <u>Coderhouse Customer Experience</u>
- <u>Google Digital Marketing & E-commerce</u>
- Hootsuite Social Media Marketing Certification

**Data & Analytics** 

- Pendo Product Analytics Certification
- <u>Coderhouse Data Science Career</u>
- MIT No code AI and Machine Learning

August 2023 - February 2024

August 2022 - August 2023

February 2024 - April 2024