

Kaegan Donnelly | 604 356 5051 | kaegandonnelly@gmail.com | mindthegap.fyi

Customer advocate turned product leader with experience across customer success, product marketing, enablement, and product management. Background in Human Geography (GIS, community planning) and a longstanding interest in transit and urban mobility.

Lumen5 (AI-powered video creator for businesses) | Vancouver, BC

Group Product Manager / Head of Product | May 2022 - January 2026

- Introduced an LLM-powered script building workflow that decreased time spent creating videos by 30% compared to creating videos from scratch
- Ran internal training sessions with CS and sales on new features, so that they could speak confidently on those changes
- Participated in enterprise customer onboarding and QBRs, providing product expertise to support and grow key relationships

Product Manager / Senior Product Manager | February 2019 - May 2022

- Led a transformation from freemium to Enterprise, requiring new onboarding workflows, change management, and education for a new type of buyer.
 - The Enterprise business has grown 20-40% YoY in the five years since the pivot
- Created release notes, walkthrough videos, emails and social posts for 3-4 product launches per quarter
- Improved product activation by 25% through initiatives such as undo/redo functionality, faster video rendering, and built-in user onboarding

Customer Success | July 2018 – February 2019

- Built customer success infrastructure from scratch, and led early product launches, including a six-figure AppSumo campaign

Customer Success & Marketing | Baremetrics (SaaS Analytics) | October 2014 - March 2018

- Built and owned entire customer success infrastructure and curriculum, including a self-serve learning portal, automated onboarding emails, educational videos, and hands-on training sessions for founders

(Lead) Customer Advocate | Hootsuite | March 2013 - October 2014

- Achieved highest daily response numbers and customer satisfaction scores, resulting in a promotion to team lead within 9 months.

Genius | Apple | May 2010 - March 2013

- Provided in-person training and support, becoming Canada's first-ever dedicated iPhone technician within 3 months, and later Canada's first-ever part-time Genius

Projects: mindthegap.fyi – Interactive map of gaps in Metro Vancouver's transit coverage

Education: UBC, B.A. Human Geography (courses in GIS, statistics, and community planning)

Skills: Customer Training, Video Production, Data Analytics, AI Tools, Change Management