

ANNA BARTO

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Based in Prague | Regularly in Zürich | Open to opportunities across Europe

PRODUCT MANAGER · CONTENT, MEDIA & AI · EX-GOOGLE & YOUTUBE

I do my best work where there's no playbook.

PROFESSIONAL EXPERIENCE

Independent · Clients incl. askshannon.ai & hgs Consultants

11/2025 – Present

Independent Consultant, Product & Media

- For askshannon.ai, an early-stage personal AI assistant: designing and running the Alpha 2 validation program (ICP-aligned participant recruitment, cohort management, surveys, interviews, and final analysis report) and the success criteria for the beta go/no-go decision; advising on product direction and prioritization.
- Developed a product discovery framework for hgs Consultants, an early-stage startup advisory.

Google Developer Product Marketing

05/2025 – 08/2025

Acting Executive Producer (Parental Leave Cover)

(Contracted via Randstad Digital Switzerland)

- Ensured continuity across high-volume content workstreams (including the I/O Connect event series), oversaw senior producers, and contributed to 2026 product marketing strategy planning for Google's developer ecosystem.

Moniify

06/2024 – 03/2025

Product Lead

- Owned the end-to-end lifecycle for three 0→1 video-first products (daily news, creators, vodcast) distributed across YouTube, TikTok, Instagram, and web at a stealth-stage finance media startup; launched two within six months. [annabarto.com/moniify]
- Hired and co-led a 22-person hybrid product-editorial team; reported to the CPO.
- Conducted user, market, and competitive research to shape product hypotheses; drove format prototyping and A/B testing to refine engagement and retention.
- Designed Airtable workflow systems automating 10K+ manual handoffs annually across 700+ video workflows. [annabarto.com/airtable-app]

Google Developer Media Lab

02/2018 – 05/2024

Senior Producer (Product Initiatives Owner)

(Contracted via Advanced Systems Group)

- Ran Google's early AI dubbing experiment for developer content: GenAI translation, voice cloning, and lip-sync modeling. Achieved 3x adoption vs. subtitles at ~70% lower cost than human dubbing. [annabarto.com/ai-dubbing]
- Designed and ran an end-to-end developer audience study (387 responses; 95% confidence for 210K UMV); insights shaped 9 new video series and a LinkedIn channel launch, doubling reach and lifting engagement ~20%. [annabarto.com/developer-insights]
- Built the cross-platform delivery and discoverability system for Google's Search Off the Record podcast, growing it from zero to 1.5M+ downloads in 2.5 years; discoverability experiments lifted downloads 146% and 247%. [annabarto.com/cross-platform-delivery]
- Promoted from Producer to Senior Producer (02/2021); managed 4 producers and \$1M+ budgets across the US and EMEA in a content innovation unit serving developer audiences globally.
- Partnered with developer relations and product marketing to align content strategy with product objectives.

YouTube

09/2014 – 07/2017

Strategic Partner Manager

- Advised a portfolio of creators, media companies, and music labels on monetization, audience development, and content rights.
- As a 20% initiative, led product discovery into creator crowdfunding combining SQL, market analysis, and qualitative insights; research informed YouTube's later native creator funding features and a Creator Academy course (20 languages). [annabarto.com/creator-crowdfunding]

- Owned regional go-to-market strategy for YouTube Partner Program, enabling monetization for 1M+ channels and 100M+ weekly views across 10 EMEA markets. [annabarto.com/youtube-gtm-strategy]
- Received YouTube North Star Award (2016) for exceptional impact in driving adoption of mid-roll ads feature, contributing to 30% increase in Revenue Per Hour.

Transform@lab

06/2014 – 09/2014

Project Manager, Transmedia

- Led prototyping and design of Transmedia Academy, an experimental education product blending a tablet app, MOOC, and interview-based web series, at a cross-platform lab partnered with Creative Europe MEDIA.

Google

06/2011 – 08/2014

Audience & Media Strategist, Digital Advertising

- Developed integrated marketing models with agency partners across YouTube, display, search, and mobile.

SELECTED AI BUILDS

- **Personal AI DJ (RAG System):** Music retrieval across 2,700+ songs: multi-source data enrichment (GPT, web search, Last.fm) and vector similarity search via Supabase + pgvector, queried in natural language.

[github.com/bartoska-git/personal-ai-dj]

- **AutoFlow (LLM-Powered Onboarding Prototype):** Two-call LLM architecture (input classifier + personalised workflow generator) solving automation tools' blank canvas onboarding problem. [github.com/bartoska-git/autoflow-prototype]

EARLY VENTURES

Lafluence (Founding Team, Pre-Launch): Contributed product strategy and creator insights during development of influencer marketing marketplace (now leading CEE player); exited pre-launch. | 02/2016 – 11/2017

EDUCATION

CAS in Applied Machine Learning & Information Processing, ETH Zürich (one-semester program; admitted, starts 09/2026) | 09/2026 – 12/2026

BSc: Business, Language & Culture (research-based degree taught in English & Spanish), Copenhagen Business School (Denmark) | 2008 – 2011

LANGUAGES

Czech (native), English (C2), Spanish (B2), German (B2)

SKILLS

Core Competencies: Product Strategy & Execution, Hypothesis-Driven Discovery, 0→1 Product Building, User & Market Research, AI Strategy & Prototyping, Applied AI Architecture, Creator Ecosystems & Monetization, Content & Media Platforms, Growth Strategy, Go-to-Market Strategy, Cross-Functional Leadership, SQL, Agile (Scrum)

Platform & Tool Expertise: Claude Code, Lovable, Magic Patterns, Streamlit, NotebookLM, Perplexity, OpenAI API, Supabase (pgvector), GitHub Actions, Relay.app, Airtable, Miro, Asana, Buganizer (Google's JIRA), Google Analytics, PostHog, YouTube Analytics, Optimizely

Certifications: Certified Scrum Product Owner (CSPO®), Scrum Alliance (2025)