

Saul Salazar

Product Management | Growth & GTM | User Research

East Hanover, NJ | 973-756-6903 | ssalazar.pm@gmail.com | [linkedin.com/in/saulivansalazar](https://www.linkedin.com/in/saulivansalazar)

SUMMARY

Product-focused Sociology undergraduate (GPA 3.97) building products that improve access through better user understanding, commercialization, and product strategy. Experience spans consumer, education, and energy industries across product management, growth, and user research. Founder of Drew's first PM organization. Building a Mandarin learning app while researching how product managers lead without formal authority through an honors thesis.

EDUCATION

Drew University Madison, New Jersey
Bachelor of Arts in Sociology; Minors in Business, Music, & Chinese (**GPA 3.97**) Expected May 2027
Honors and Awards: Dean's List (2023-2026), Alpha Kappa Delta, Sigma Iota Epsilon, Baldwin Honors, Francis Asbury Scholarship, Hispanic Scholarship Fund Scholar (2025 & 2026)
Relevant Coursework: Consumer Behavior, Brand Strategy & Consumer Experience, Entrepreneurship, Sociological Research Methods, Sociology of Work, Principles of Management
International Experience: ShortTREC – Financial Frontiers: Beijing & Shanghai
Honors Thesis: Managing Without Authority – Power, Identity, & Coordination in Product Management (In Progress)

PROFESSIONAL EXPERIENCE

Liu East Hanover, New Jersey
Founder & Product Manager May 2026 – Present

- Designing and developing Liu, a Mandarin learning platform that combines HSK vocabulary, spaced repetition, and progress analytics to make long-term language acquisition more intuitive and motivating.
- Defined the product roadmap and implemented core learning systems, including mastery tiers, adaptive spaced repetition, streaks, and progress tracking, to prioritize long-term fluency over superficial engagement metrics.

Soft Edit Skin Atlanta, Georgia
Product Manager, Growth & Partnerships (Contract) May 2026 – Present

- Own the end-to-end launch of Soft Edit Skin's TikTok Shop, collaborating with UX on storefront architecture, merchandising, and customer experience to expand the brand's commerce strategy through a new channel.
- Lead creator, affiliate, wholesale, and retail partnership outreach; translate customer and channel insights into positioning, commercialization, and distribution recommendations.

Consumer Insights Analyst (Riipen Project) February 2026 – April 2026

- Designed and conducted a consumer research study including an **120+ respondent survey** to analyze beauty content preferences across TikTok, Instagram, and YouTube.
- Synthesized quantitative and qualitative insights into messaging and content strategy recommendations, informing Gen Z engagement across social platforms.

Polymathic Innovations Troy, New York
Product Management Intern, Strategy & GTM March 2026 – May 2026

- Conducted product-market viability analysis for vertical axis wind turbine (VAWT) deployment by evaluating regional wind speeds, electricity pricing, and grid reliance across U.S. markets, identifying **10 high-potential deployment regions** for initial go-to-market strategy.
- Built TAM/SAM/SOM market models and synthesized energy market data into insights and visualizations used in investor pitch decks for ongoing seed funding discussions.
- Authored product requirements document (PRD) defining customer segments, user personas, and core use cases; established the company's **first structured user framework**, directly influencing product positioning.
- Developed ROI-driven product strategy defining target customers, competitive positioning, and value proposition, contributing to shift in sales model and redefined go-to-market strategy.

Drew Product Management Association Madison, New Jersey
Founder & President February 2026 – Present

- Founded Drew's first Product Management Association, establishing the organization's mission, programming, and long-term roadmap while creating a campus-wide community for aspiring product leaders.

The Fund at Drew University

Madison, New Jersey

Director of Marketing

April 2026 – Present

- Developing and executing a multi-platform content and communications strategy across Instagram and LinkedIn, managing weekly member update emails for a 100+ member organization.
- Identified TikTok and a redesigned web presence as underutilized channels for recruitment; proposed expansion strategy to leadership targeting non-finance undergraduates.

Junior Analyst

February 2026 – April 2026

- Selected as an investment analyst in the Consumer Discretionary and Real Estate sector for Drew University's student-managed investment fund with 100+ members and **\$70K+ in managed assets**.
- Developed and delivered equity investment pitches while evaluating peer proposals through financial analysis and structured questioning during portfolio review meetings.
- Co-developed a trim pitch with the Managing Director to trim one of the Fund's largest positions, executing a **\$3.8k partial sale**, the **largest individual sale** in the Fund's history.

Member

October 2025 – February 2026

Drew University

Madison, New Jersey

English De Lo Más Fácil - Founder & Host

May 2024

- Launched a bilingual podcast supporting Spanish-speaking English learners as part of a language and social justice course, reaching **50+ early listeners** and improving accessibility to language learning resources.
- Designed and iterated on 10+ pieces of user-facing content based on listener feedback and engagement trends.

SKILLS

Technical: Microsoft Office, Google Workspace, Notion, Cursor, Whimsical, PostHog, Sentry, Figma, AI tools & LLMs, Python, SQL

Language: English & Spanish (native/fluent), French & Chinese (intermediate)

Professional: User Research, Product Management, Product Strategy, Cross-Functional Collaboration