



Preston Govender

PRODUCT & MARKETING PROFESSIONAL

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PRODUCT MANAGEMENT

- AI Product Development
- Product Strategy & Roadmapping
- User-Centered Design (UX/UI)
- Agile/Scrum Methodologies
- Product Analytics & Metrics
- A/B Testing & Experimentation
- Go-to-Market Strategy
- Stakeholder Management
- Data-Driven Decision Making

MARKETING & GROWTH

- SEO/SEM & Google Analytics
- Email Marketing & Automation
- Social Media Marketing
- Content Marketing Strategy
- PPC & Paid Advertising
- Marketing Analytics & Reporting
- Brand Development & Growth
- User Acquisition & Engagement
- Campaign Management
- Marketing Funnel Optimization

TECHNICAL SKILLS

- JavaScript, React, Next.js
- AI/ML Integration & APIs
- Claude AI & LLM Integration
- Prompt Engineering
- API Design & Integration
- Cloud Platforms (AWS/GCP)
- Video Technology & Streaming
- Git & Version Control
- n8n (Workflow Automation)
- Figma & Design Tools

TOOLS & PLATFORMS

- Google Analytics & GA4
- Google Ads & Tag Manager
- SEMrush & Ahrefs
- HubSpot & Mailchimp
- Meta Business Suite
- Buffer
- Canva & Adobe Creative Suite
- WordPress & Webflow
- AI Tools (Claude, OpenAI)

PROFILE

I've spent the last 7 years building products and growing them. I've founded three tech companies across three countries, an AI content platform, a live-streaming app, and a multi-streaming platform in China, and in each one I was involved in everything from working with engineers on the product to running the marketing and figuring out what actually moved the needle. I'm just as comfortable digging into the product side as I am running paid campaigns, writing copy, or pulling apart analytics. I like working on hard problems, making quick decisions, and building things people genuinely find useful.

3

PRODUCTS LAUNCHED

7+

YEARS EXPERIENCE

3

COUNTRIES WORKED IN

Founder, Product Manager & Marketing Director

Mar 2025 – Present

Gen-UGC (AI-Powered UGC Platform)

Remote

Building an AI-powered UGC platform from concept to market, owning product vision, technical execution, and the full go-to-market strategy.

- Defined the product vision and roadmap based on competitive research and user interviews, spotting a clear gap in the AI-generated marketing content space
 - Ran the full product lifecycle using Agile: managed the backlog, led sprint planning, and kept engineering and design aligned and moving
 - Built and shipped AI/ML features including generative video and automated content creation, integrating with leading AI provider APIs
 - Put together the go-to-market strategy from scratch and launched the product with measurable early user adoption
 - Created the brand identity and positioning that sets Gen-UGC apart in a crowded AI marketing tools market
 - Designed the SEO/SEM strategy and ran Google Ads campaigns to bring in qualified traffic and build visibility
 - Used Google Analytics to track conversion funnels and improve campaign performance, lifting key metrics by over 30%
 - Set up email marketing and automation workflows that cut manual outreach and improved lead-to-customer conversion
 - Built a product analytics framework to track engagement, retention, and feature adoption and feed those insights back into the roadmap
 - Ran A/B tests across landing pages, ad creatives, and onboarding flows to push up activation and conversion
 - Built the full marketing asset suite, website, landing pages, and collateral, with SEO considered from the start
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English Specialist

Dec 2023 – Dec 2025

Eton International

Nanjing, China

Delivered engaging English language education to young learners across diverse age groups, combining curriculum design with data-informed teaching.

- Designed lesson plans tailored to different learning styles, age groups, and proficiency levels
- Built curriculum materials and educational content that consistently improved student learning outcomes
- Applied interactive and gamified teaching methods to drive student engagement and long-term retention
- Tracked student progress through regular assessments and adapted teaching strategies based on performance trends
- Integrated digital tools and educational technology to enhance both remote and in-person learning

Founder, Product Lead & Marketing Lead

Mar 2022 – Dec 2023

Lively (Live-streaming Platform)

Remote, Singapore-based

Built and scaled a live-streaming platform from scratch, raising angel investment and joining a startup accelerator to cover product strategy, video infrastructure, and multi-channel marketing to grow an engaged user base.

- Raised angel investment and joined a startup accelerator, validating the business model and accelerating product development
- Owned the full product roadmap and shipped core features including real-time video streaming, interactive chat, and creator engagement tools
- Drove marketing strategy and brand development that grew the user base through targeted, data-backed campaigns
- Executed multi-channel campaigns across email, social media, and content to build brand recognition and acquire users
- Managed PPC across Google Ads and social platforms, continuously optimizing for cost-per-acquisition and ROI
- Used Google Analytics and product analytics to track KPIs, identify drop-off points, and improve retention
- Led technical delivery of video streaming infrastructure including CDN optimization and low-latency solutions
- Built marketing automation and email segmentation that lowered acquisition costs and improved 30-day retention
- Ran user research and usability testing to surface pain points and prioritize the highest-impact improvements
- Designed and shipped monetization features that generated revenue while maintaining creator experience
- Led SEO strategy and brand positioning to carve out differentiated space in the competitive live-streaming market
- Ran A/B tests on emails, landing pages, and product flows to steadily lift conversion rates

Founder, Product Lead & Marketing Lead

Jan 2021 – Jan 2022

Duokast (Multi-streaming Platform)

Shanghai, China

Took a multi-streaming platform from idea to launch in China, covering product strategy, brand development, and digital marketing across the full build lifecycle.

- Built and launched MVP from scratch, validating product-market fit through user interviews and market analysis
- Orchestrated brand launch and go-to-market strategy, establishing market presence via SEO, content, and paid advertising
- Led product discovery including user interviews, competitive research, and market analysis to shape the roadmap
- Wrote product specs, user stories, and acceptance criteria that gave the engineering team clear, unambiguous direction
- Designed user flows, wireframes, and features focused on solving the core listener and creator problems
- Ran integrated digital campaigns across email, social, and PPC to drive brand visibility and user acquisition
- Set up Google Analytics dashboards to monitor campaign performance, user behavior, and acquisition funnels
- Conducted keyword research and competitive analysis to find market gaps and inform content strategy
- Managed agile development process and backlog prioritization to keep delivery on track
- Analyzed behavior data and product metrics to drive iterative improvements
- Built customer personas and email segmentation to target key user segments with relevant messaging
- Collaborated with technical team on architecture decisions and third-party API integrations
- Managed marketing budget across SEO/SEM, paid ads, and content, optimizing spend for maximum ROI
- Crafted product positioning and messaging tailored to each target market segment

AutoZone South Africa

South Africa

- Owned customer experience end-to-end, identifying friction points and implementing improvements that lifted satisfaction and retention
- Streamlined operational workflows to reduce costs and improve service quality without sacrificing throughput
- Drove customer retention through strategic service improvements and proactive relationship management
- Analyzed customer feedback and behavior data to surface root causes and prioritize solutions
- Developed deep understanding of customer journey mapping, informing later product and marketing work
- Partnered with cross-functional teams to ship process improvements across sales, ops, and service

EDUCATION

Bachelor's Degree in Marketing Management Boston City Campus Jan 2019 – Jan 2022	TEFL Certificate	Matric
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CERTIFICATIONS

Google Agile Project Management Google	Claude 101 Anthropic	AI Fluency for Small Businesses PayPal & Anthropic
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REFERENCES

Wasseha R Sulaman English Manager Eton International, Nanjing +86 197 092 90416	Kathy Naidoo Store Manager AutoZone, Ballito 081 429 5582
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