

# Spencer Stern

Founder's Associate · Product, Growth & Operations

London, UK

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## PROFILE

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Nine years at one of the UK's largest digital publishers, progressing from content and operations into product analytics and experimentation, with the last four years focused on A/B testing, funnel analysis, and data-driven product decisions across a 65+ site portfolio.

In parallel, currently building a three-property consumer product from zero as a solo founder: Socion (socion.app), a live Socionics-based matching app; socionicsinsight.com, the leading English-language reference in its niche; and a Shopify print-on-demand ecommerce store. Built the full stack solo: product, engineering, SEO, growth, email, community, and ecommerce, without external funding or a team.

I work best in fast-moving environments where the founder needs a reliable second brain, where breadth of execution matters as much as depth in one function, and where stepping into ambiguous ownership gaps is the expectation rather than the exception.

## FOUNDER EXPERIENCE

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**Founder** · Socion & Socionics Insight

Feb 2026 – Present · London

### Socion (socion.app) — Socionics-based Matching App

- Designed and shipped a full-stack PWA solo in React + Vite with Supabase (Postgres, real-time, edge functions) and Netlify — from zero to live in under eight weeks, with no external development resource.
- Reached 105 members, 187 connections, and 3,773 messages within 18 days of launch; all 16 personality types represented; 4.7/5 average user rating; 1,160 unique visitors in the first 30 days.
- Built features across the full product surface: Google One Tap and OTP auth, push notifications, reply threading, real-time typing indicators, network graph visualisation, daily digest cron, admin dashboard, Discord live-stats integration, Ko-fi and MailerLite integrations.
- Designed the full acquisition and retention loop: Reddit and Discord seeding → email list growth via MailerLite → in-app referral nudges → Product Hunt launch pipeline.

### Socionics Insight (socionicsinsight.com) — Reference Site

- Built and maintained a 350+ page Eleventy static site — the leading English-language Socionics reference, with 86 famous person profiles, 136 comparison pages, and 50+ articles.
- Search Console impressions grew approximately 37× over a 26-day window in early 2026 through systematic on-page SEO, FAQ and Article schema markup, and internal linking improvements.
- Designed and launched a Shopify print-on-demand ecommerce store (shop.socionicsinsight.com) with 16 type-specific product designs, using SI's organic search traffic as the primary acquisition channel.

## PROFESSIONAL EXPERIENCE

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**Senior Data Analyst** · Reach plc

Sep 2023 – Jun 2025 · London

- Owned end-to-end experiment analysis across 65+ national and regional news sites. Produced clear go/iterate/stop readouts across registration prompts, content gating, and engagement initiatives: contributing to a ~5% uplift in yearly pageviews worth an estimated £50K+ in incremental ad revenue.
- Designed a painted door experiment to quantify subscription appetite at segment level, providing paywall strategy teams with concrete demand signals where none had previously existed.
- Translated complex and often noisy experimental results into concise written recommendations for product managers, designers, and senior stakeholders. Queried BigQuery and Athena to diagnose funnel drop-offs and surface product opportunities ahead of roadmap discussions.

### Experimentation Manager (interim) · Reach plc

Jun – Nov 2022 · London

- Stepped into a six-month leadership gap and maintained the experimentation programme's momentum without disruption: kept test delivery on track, led stakeholder communication, and introduced practices to sustain experimentation culture — team newsletter, show-and-tell sessions, cross-functional ideation, and a Kanban workflow for the analyst team.
- Assisted in scoping the role and recruiting a permanent replacement while continuing to deliver as an individual contributor.

### Data Analyst · Reach plc

May 2021 – Aug 2023 · London

- Evaluated 10–20 experiments per month using BigQuery for feature and cosmetic A/B tests and a first-party AWS platform for AI/ML-based experiments. Maintained a structured experiment log providing an auditable record of test history and decisions across the full portfolio.
- Analysed the rollout of a Bookmark feature, contributing to the case for full deployment; the feature shipped and remains live today. Built Looker Studio dashboards for behavioural monitoring and experiment readouts across multiple brands.

### Earlier roles at Reach plc

Feb 2016 – May 2021 · London

Digital Business Analyst (2019–2021): coordinated planning and delivery for 300+ email newsletters across editorial, design, and commercial teams; developed habits of precision and multi-stakeholder written communication that translated directly into analytical work. Tech Support Analyst (2018–2019): 2nd-line support within ITIL framework using ServiceNow; liaised between editorial and engineering to diagnose and route recurring issues. Digital Producer (2016–2018): managed content operations across major news brands; co-led migration of 30 websites to a new responsive platform in 6 weeks, extending rollout to 20+ further sites.

## SKILLS

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<b>Product &amp; Growth</b>	A/B experimentation, funnel analysis, KPI diagnostics, SEO, email marketing (MailerLite), community growth
<b>Engineering</b>	React, Vite, Supabase (Postgres, edge functions, real-time), Eleventy (11ty), Netlify, Cloudflare
<b>Data &amp; Analytics</b>	BigQuery, Athena, SQL (CTEs, window functions, retention cohorts), Umami, GA4, Amplitude, Looker Studio
<b>Tooling</b>	GrowthBook, Shopify, GitHub, Jira, Canva, Descript
<b>Communication</b>	Experiment readouts, stakeholder documentation, published author — 17 books across fiction and non-fiction

## EDUCATION & ADDITIONAL

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B.Sc. (Hons) Multimedia Technology & Applications (2:1)

London Metropolitan University

Member, Institute of Enterprise and Entrepreneurs (IOEE) — Certificate in Enterprise Mentoring.

Published author: Your Social World Explained (non-fiction, Socionics), Socionics Made Simple (16-volume eBook series), Escaping the Vulture's Shadow (memoir). Demonstrates capacity for sustained independent research, building structured frameworks from complex source material, and communicating nuanced ideas to a general audience.