

TRENT Morrison

503.910.1277 | trentmorrison09@gmail.com | trentmorrison.com
Brooklyn, NY | [linkedin.com/in/trentmorrison](https://www.linkedin.com/in/trentmorrison) | Pronouns: he/they

SKILLS

Growth Product Strategy	Mobile-First UX	Metrics & KPI Optimization
A/B Testing & Experimentation	Conversion Rate Optimization	Cross-Functional Leadership
User Acquisition & Retention	Data-Driven Decision Making	Agile Product Development

EXPERIENCE

The Walt Disney Company; Disney Streaming, Disney+ February 2022–present

Senior Product Manager; Subscriber Experience

- Drove a 46% effective click-through rate by defining and executing long-term strategy for Disney+ Details Pages across mobile and platform surfaces.
- Achieved a 58% interaction rate through data-driven discovery features impacting 150M+ subscribers globally.
- Reduced monthly retail subscriber voluntary churn by 10% and dormant subscriber churn by 2% by leading experimentation and GTM collaboration on the SHOP tab, which evolved into the PERKS tab and a holistic perks & benefits program.
- Championed live content engagement by launching the first-ever live streaming capabilities for Dancing with the Stars on Disney+, boosting concurrent usage by 36% from premiere to peak episode and driving a high double-digit increase in real-time viewing engagement.
- Enhanced subscriber retention via mobile-exclusive features including progress-based recommendations and push notification flows.- Improved internal efficiency and agility by transitioning backend infrastructure to a unified, services-backed codebase and launching metrics dashboards.- Initiated cross-functional product experimentation with Product Marketing, Data Science, Engineering, and Design teams to iterate based on performance insights.- Founded Pride @ Disney NYC, scaling a mentorship program that supported over 50 mentees across three cohorts.

Pluralsight October 2018–February 2022

Product Manager & Senior Growth Analyst

- Led the development of Content Quality Index (CQI) and Author Home, used daily by 5,000+ internal and external content creators to track quality, performance, and learning effectiveness.
- Built and scaled multiple data pipelines and APIs that powered feedback loops across Pluralsight's product ecosystem, including content reviews, author dashboards, and learning pathways.
- Increased daily user submissions from 30 to over 2,500 (500,000 in six months) by launching and optimizing the Content Quality Survey (CQS) feature through rigorous A/B testing and user research.
- Enhanced user content satisfaction by 25% and improved overall retention by 5% by developing engagement strategies informed by CQI dashboards and behavioral data.
- Enabled faster and more effective cross-product collaboration by integrating quality data into adjacent tools, driving content insights across the organization.

Clearlink April 2017–October 2018

Growth & Content Strategist

- Achieved a 25% increase in user acquisition by implementing SEO, paid search, and social-driven growth marketing strategies across multiple brands.
- Boosted conversion rates by 8% through A/B tests on brand partner landing pages and optimizing digital marketing campaigns based on analytics.
- Led data-driven performance improvements, enhancing customer engagement through content personalization and CRO strategies.

EDUCATION

B.S., Interdisciplinary Studies
Dual focus: Communication Studies & Psychology

Utah State University
Logan, Utah