

# Abigail Ramirez Villarroel

<https://www.linkedin.com/in/abigailramirezvillarroel/>

(514) 582-8977 • ramirezabigail01@gmail.com

## EDUCATION

**McGill University** – Desautels Faculty of Management, Montreal, Canada  
*Bachelor of Commerce, Major in Information Systems*

2019 – 2022E

## WORK EXPERIENCE

**Bain Public**, Montreal, Canada

May 2020 - Present

*Product Manager*

- Set up a project management software for internal operations to manage quarterly client cohorts
- Analyzed startup's business models and competitive landscapes to find areas of opportunity
- Led the development and growth of at least 15 tech companies' roadmaps, from pre-seed startups to SMBs
- Pitched business cases to executive members of over 10 companies
- Prepared and led workshops for startups seeking product management knowledge
- Analyzed data to find areas of improvement and measure the impact of projects
- Supported product designers in product development (user flows, user testing, personas, wireframes)
- Led user story & scope reviews with engineers

### General Manager & Keyholder:

**Dalla Rose/Ramen 9000**, Montreal, Canada

2017 - 2020

**M Churros Mme Banane**, Montreal, Canada

2016 - 2018

## LEADERSHIP AND EXTRACURRICULAR

**Desautels Management Competitions Committee (DMCC)**, Montreal, Canada

April 2020 – May 2021

*Director of Social*

- Prepared social category team members to compete with weekly practices and business case prep
- Oversaw team practices, gave feedback and advice to improve members' skills
- Kept the team on an organized schedule to make sure members excelled in all graded categories
- Directed, produced, and edited various types of multimedia content

**Desautels Technology Club**, Montreal, Canada

April 2020 – May 2021

*Director of Finance*

- Reviewed club's financials and submitted a forecasted budget of the year's events in a timely manner
- Maintained a working budget, accountable for recording all the revenues & expenses of DTech
- Ensured the payments of all invoices and the reimbursement of committee members

**The Bull&Bear**, Montreal, Canada

August 2019 – May 2020

*Sales Manager*

- Expanded sponsorships portfolio by over 50% in one year through diverse sales tactics
- Grew magazine audience with innovative ideas (implementation of marketing tactics)
- Increased sales manager retention by creating comprehensive system to train new recruits
- Promoted to senior position within one semester on account of positive attitude and initiative taking

### Case Competitions (since 2020 only):

**Accuracy Business Cup Case Competition**, *National Finalist*, Montreal, Canada

January 2020

**Jeux du Commerce**, *Social Category*, Montreal, Canada

January 2020

**Jeux du Commerce**, *Information Systems*, Montreal, Canada

January 2021

**Happening Marketing**, *B2B Marketing*, Montreal, Canada

March 2021

**BOLT's Fintech Bootcamp**, *1<sup>st</sup> Place winner and Best Speaker Award*, Montreal, Canada

March 2022

## SKILLS AND INTERESTS

**Language Skills:** Fluent English, French, and Spanish

**Computer Skills:** MS Office tools, MS Project, Lucid Chart, Figma, Programming (HTML, CSS, SQL, Python, JavaScript)