



# JAVIERA BLANCH

E-COMMERCE PRODUCT MANAGER

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 654-999-333

 Localised

## HARD SKILLS

Hard skill 1



Hard skill 2



## CERTIFICATES

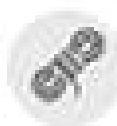
- PMP® - Project Management Institute
- CAPM® - Project Management Institute
- Search & Shopping Ads

## REFERENCES

- **REFERENCE 1**  
Reference contact 1
- **REFERENCE 2**  
Reference contact 2

## HOBBIES

Every opportunity I have I go climbing in the wilderness because ...



I am passionate about technology that helps us make the world a better place



## EDUCATION

- Master in Management - Woolf College

## EXECUTIVE SUMMARY

Over a 12 year career in tech, working in Latin and the United States, I have played an essential role in developing and improving a wide range of digital products and services across different industries and business models, from Sales, to Digital Media and E-commerce where I have found my biggest passion. The motto that has driven my work all these years in tech hasn't changed: Paying close attention to user feedback, spot user behavior patterns, and iterating from there.

## WORK EXPERIENCE

- **E-COMMERCE PRODUCT OWNER** 02/2018 - Present  
CONGOBAIN INC, ARLINGTON COUNTY, VA

Employing over 1M people, CongoBain is the largest online retailer in the world. At their Arlington, VA HQ, as a product owner for congoBain.co's Office Electronics department, I have led a multidisciplinary team of 20 software developers, UX designers, and data scientists focusing on:

- The analysis of user behavior and conversion reports along the checkout funnel
- Developing A/B tests using Optimizely and vue.js and overseeing KPIs evolution
- Coordinating all marketing campaigns for the vertical with the Ops. and Marketing teams

During this period, 210 tests have been successfully deployed and 112 new features have been adopted permanently, contributing to a 60% increase in the Global conversion rate YOY.

- **PRODUCT MANAGER** 01/2014 - 02/2016  
TECHBITE, SAN FRANCISCO, CA

TechBite is the biggest Tech news site in the United States, with over 3M monthly unique visitors. At TechBite I was part of the team that successfully launched BioBase, their famous directory of startup companies, in 2015. As a BioBase team member I:

- Designed BioBase premium plan features along with a small team of 2 UX designers and 2 Front-End Developers
- Along with the business team, I measured the featured performance and proposed iterations to improve user experience and the main business KPIs

- **PRODUCT MANAGER / CUSTOMER SUCCESS MANAGER** 2011 - 2014  
SANTOR.XYZ, PALO ALTO, CA

In this early stage of the company, I took a hybrid position between Customer Success Manager and Product Manager where I:

- Implemented **Santor's** help center and substantially improved customer relationships
- Collected and stored early adopter users' feedback
- Prioritized users' requests for new features to the company's brand
- Managed the features pipeline along with design and development team
- Managed the features pipeline along with design and development team
- Improved customer relationships
- Collected and stored early adopter users' feedback

## MORE ABOUT ME

Visit the following QR code to find out more about my career, projects and what I am passionate about.

