

CHLOE MARTINEZ

Senior Product Manager | Digital Advertising | Monetization Expert

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SUMMARY

With over 6 years of product management experience in ad tech, I bring a wealth of knowledge in DSP/SSP platforms, predictive targeting, and advanced modeling to drive product strategy and successful launch execution.

EXPERIENCE

Senior Product Manager, Adtech Solutions

Google

- 01/2018 - 12/2022 San Francisco, CA, USA
- Led the development of a new programmatic advertising platform, overseeing the project from conception to launch, achieving a 20% market share within the first year.
 - Managed cross-functional teams to improve auction logic and yield management, resulting in a 15% revenue increase for our top 100 clients.
 - Orchestrated the integration of machine learning algorithms for predictive targeting, improving ad relevance by 25% and user engagement by 30%.
 - Drove the product roadmap and strategy for a scaled product group and accomplished three major product launches that cumulatively contributed to a yearly revenue growth of 18%.
 - Spearheaded user testing initiatives that enhanced the overall ad experience while maintaining player experience, leading to a decrease in ad blocker usage by 10%.
 - Guided the team through agile transformation that optimized delivery cycles by 40%, increasing product development efficiency and team morale.

Product Manager, Programmatic Marketplace

Adobe

- 06/2015 - 12/2017 San Jose, CA, USA
- Designed and executed the product strategy for a multi-tenant DSP product, involving 50+ engineering and data science contributors.
 - Launched a feature set improving privacy enhancing technologies, thus increasing platform adoption by 35%.
 - Increased customer satisfaction by 20% through targeted feature updates based on extensive client feedback analysis.
 - Reduced operational overheads by 25% by implementing process efficiencies across the multi-disciplinary product team.
 - Directed product marketing initiatives that improved the go-to-market strategy, enhancing product visibility and adoption within target segments.

Associate Product Manager, Mobile Advertising

Facebook

- 01/2013 - 05/2015 Menlo Park, CA, USA
- Managed the product development lifecycle for innovative mobile ad formats, reaching 1M+ downloads.
 - Contributed to a 50% increase in mobile ad revenue in my first year through optimizing in-app ad placements.
 - Collaborated with UX/UI teams to refine ad experience, improving click-through rates by 12%.
 - Supported the creation of ad personalization features, enhancing user experience and advertiser ROI.

EDUCATION

Master of Science in Data Science

Massachusetts Institute of Technology (MIT)

01/2010 - 01/2012 Cambridge, MA, USA

Bachelor of Science in Computer Science

University of Arizona

01/2006 - 01/2010 Tucson, AZ, USA

KEY ACHIEVEMENTS

- Developed Top-Ranked Ad Platform

Oversaw the conception to launch of a cutting-edge ad platform, immediately capturing 20% market share.
- Revenue Growth and Client Engagement

Implemented auction logic enhancements, increasing revenue by 15% and establishing stronger client relationships.
- Leadership in Agile Transformation

Led agile transformation efforts, leading to a 40% improvement in product delivery timelines and team efficiency.
- Innovator in Ad Personalization

Introduced personalization features that significantly improved user engagement metrics and advertiser value.

SKILLS

Product Management	Ad Tech
Programmatic Advertising	
DSP/SSP Platforms	Predictive Targeting
Yield Management	

COURSES

- Certified Product Manager

Association of International Product Marketing & Management (AIPMM) - mastering product management lifecycle and strategies.
- Machine Learning Specialization

Coursera by Stanford University - deep dive into machine learning algorithms and their application in advertising technology.

LANGUAGES

English
Native



Spanish
Proficient

