

Loreli De Jesus

| Technical Product Management | | Engineering | Client Success |

Digital-savvy, data-driven and technically-proficient, I'm keen to make an impact in the organisation. I bring together strategic vision, technical acumen and effective stakeholder management to drive impactful product development aligned with business objectives. I enjoy working collaboratively with different teams and delivering excellent products and solutions that clients love.

I am highly organised, data-inspired, a strong collaborator and always curious.



Work Experience

Engineering Consultant

Current

DevOps1 Consultancy

I use my expertise in engineering and project delivery to help clients securely achieve a "continuous everything" approach. Specialising in Project Delivery, Security and the Observability space, I advocate for early integration of security and quality in the SDLC process.

Client Success Lead

2022

MediaMath Pty Ltd

- Cultivated strong client relationships at all levels.
- Led onboarding, product activation & campaign launches.
- Addressed client inquiries and resolved issues promptly.
- Managed media trading and optimisation in MediaMath's TerminalOne Platform.
- Kept clients informed about new products and ensured successful deployment.
- Prioritised account retention and growth.

Trading Lead (Programmatic)

2018-2022

QANTAS Airways

- Led growth and campaign optimisation performance.
- Led various projects for tag management strategies for optimal user journey.
- Led cross-team collaboration for digital audience builds.
- Led delivery strategies across different verticals
- Experience with 1st party data and addressable omni-channel marketing campaigns
- Led A/B testing for optimal conversion strategies.
- Forecasting, strategy, execution and reporting analysis for Airlines and Retail businesses.
- Mentored a team of campaign engineers.

Campaign Engineer

2016-2018

Cadreon (IPG Mediabrands)

Product Manager

2009-2012

Green Cross Incorporated

- Produced business reviews and executed marketing plans for Zonrox Bleach's billion peso business.
- Developed product-led marketing plans resulting in consistent sales growth.
- Orchestrated successful new-product-launches, go-to-market strategies and competitor analysis.
- Developed forecasting and pricing strategies.
- Collaborated on qualitative and quantitative research to inform strategic direction.



My Tech Toolbox



Python



Javascript



ReactJS



Jira



MongoDB



Postgresql

+ others available on my [portfolio](#)



Education

Full Stack Developer Program

Coder Academy - Oct 22 to Jul 23

Masters in Teaching

Victoria University - 2012 to 2014

Bachelors Degree

in Marketing Management

De La Salle University

2009 to 2012



Competencies

Analytical and data-driven

Strong project delivery

Visual & branding acumen

Effective communication skills

Curious & collaborative

Links:



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