

# AEM ONLINE AND ECOMMERCE 2021

The last Adobe Experience Manager AT&T site in Mexico is the evolution of a Nextel CQ5 first Mexico implementation, five full rebranding experiences, creation of an Online Sales operation connected with the physical stores and Fulfillment, a layer of AI called Sensei from Adobe, Marketing automation for postpaid or prepaid sales, Post Sale Customer Experience redefinition, Physical sales understanding, Social Media alination and Email Marketing automation.

The Postpaid part of the site is divided into two Unefon as other brands and AT&T postpaid also with its own rules, Any other initiative or microsite like AT&T Social Responsibility, AT&T it can Wait, sale accessories, upselling, was in the scope too.

In all of this, I was involved as a Coordinator and at some point as a Manager and Owner, Leading a multidisciplinary national team.



AT&T Ármalo



Cámbiate a AT&T



SIM V

## Productos destacados



Honor  
**Honor X9**  
**\$7,989.00**  
Antes: \$8,299.00  
en AT&T Más



Motorola  
**Motorola G50 5G**  
**\$4,999.00**  
Antes: \$6,599.00  
en AT&T Más



# OOLA LIFE FROM A VAN ROAD TRIP TO A DIGITAL PRODUCT

In his words, Oola is a plan for achieving balance in an unbalanced world. The Oola Guys, Dr. Dave Braun, and Dr. Troy Amdahl, wanted to convert their awarded book and life philosophy into a new user enrollment experience within a website and an application.

- Work with the client to Ideate and define
- Research, Personas, Book distilling, Sketch,
- Create User Flows for an Ambassador and Coach experience
- Wireframe, Frontend Direction