Eli Jaramillo

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EDUCATION

University of California, Irvine - Irvine, CA   **Jun 2021**
Bachelor of Science, Informatics
Bachelor of Arts, Business Economics

SUMMARY

Results-oriented Product Manager with 3 years of experience in software engineering, digital marketing, and ecommerce. Demonstrated expertise in driving product development and managing full lifecycle projects from conception to launch. Combines sharp analytical skills with a user-centric design approach to deliver solutions that enhance customer satisfaction and improve business efficiency. Excel in a fast-paced environment, leading cross-functional teams to exceed business goals.

TECHNICAL SKILLS

- **Languages:** Java, Python, JavaScript, TypeScript, HTML, CSS
- **Web Technologies / Frameworks:** Angular, React, Node.js, Express, Next.js, Socket.io, Agile, Scrum
- **Developer Tools / Databases:** SQL, MongoDB, Git, Jira, Confluence, VS Code, Figma, Axure, Alteryx, ChatGPT

WORK EXPERIENCE

California Thrift Store - Brawley, CA
Digital Product Manager, Ecommerce   **Dec 2023 - Present**
- Enhanced customer engagement by 10% by developing and launching a Shopify ecommerce platform, leveraging conversion rate data and user feedback to optimize user paths and increase sales revenue by 5%.
- Reduced operational costs by 20% and improved product listing efficiency by automating integration across eBay, Facebook, Instagram, and Google, reducing manual effort by over 1000 hours annually.
- Increased web traffic by 150% and social ads click-through rate by 8% by implementing persona targeted digital marketing strategies, AI content creation, and ad content optimization through A/B testing & prompt engineering.

Capital Group - Irvine, CA
Solutions Engineer II, Global Business Services Information Technology   **Apr 2023 - Dec 2023**
- Managed product development lifecycle for a $2M+ custom web application to streamline governance of demographic data and responsibilities for 400 associates within the enterprise investment management organization.
- Facilitated daily scrum stand ups, backlog refinement, sprint planning sessions, and biweekly demo presentations, aligning cross-functional team of 8 with stakeholders in HR, IT, operations, & investment management.
- Minimized report generation time from hours to minutes, improving operational efficiency by implementing self-service Alteryx Gallery workflows for an HR data management platform.

Solutions Engineer, Global Business Services Information Technology   **Aug 2021 - Apr 2023**
- Led 0-1 development of an HR data management platform, enhancing HRIS integration, which resulted in annual savings of over $750K by consolidating data sources and automating data management processes.
- Implemented a vendor SaaS solution that improved the 360 review process for the enterprise investment management organization, boosting satisfaction rates by 30% through features like auto-save and email reminders.
- Directed execution and troubleshooting of E2E 360 review reporting process, leveraging .NET, Informatica, and SAP BW solutions to generate 2000+ reports based on 16K+ form submissions.

PROJECTS

Siliconian Showdown - https://siliconianshowdown.com   **Jul 2021 - Dec 2023**
- Developed and released a MERN full stack MMO, accumulating 2000+ matches played by implementing global matchmaking and real-time chat features using Socket.io event handlers.
- Grew Discord server membership by 100% from 150 to 350+ members by regularly communicating updates, hosting events, and polling for player feedback as team lead of 4.
- Upgraded text-based combat using WebM file playback technology, back-end algorithms, and RESTful APIs to support 1200+ unique animations for 127 characters, improving player engagement by 25%.