Elizabeth Smith

400 Baltic Circle unit 424, Redwood City, CA 94065 elizabeth.journalist@gmail.com | (650) 207-5813

PROFESSIONAL SUMMARY

I am a dedicated and resourceful Software Developer with a background in communication. I have strong experience managing international markets and creating online content that educates and drives conversions.

EMPLOYMENT HISTORY

Product Manager, Digital Content, LATAM Google (Anzu Global / Vaco) | Mountain View
Jun 2016 — Dec 2017
Tested and assured the quality of new products to be released on Android
Provided feedback to optimize UX and UI
Worked closely with engineering's team troubleshooting complex projects and reporting bugs
Created targeted experiments to A/B test pricing and copywriting beyond clustering products Marketed movies and books targeting Latin America for Google Play store
Coordinated marketing campaigns and promotions with studios and publishers Managed lifecycle campaigns
Developed Google Play's merchandising program on mobile and web platforms

• Previously

Creative Content (LATAM) Anzu Global
Wrote and edited Portuguese articles to promote and highlight apps and games
Provided feedback on creative artwork targeting the Brazilian and greater Latin American markets Researched content and trends in each product segment to present to stakeholders

Merchandising (LATAM) Anzu Global
Marketed apps and games targeting Latin America for Google Play Family store. Tailored digital content to improve the retailing experience
Worked closely with Business Development team on several initiatives

International Marketing Manager Zazzle | Redwood City
Nov 2012 — Jun 2016
Lead ongoing projects to review and re-write large amounts of legacy data to improve quality standards, aiming to optimize performance and user experience
QA-ed websites, made simple fixes and when necessary filled in bug reports
Managed translations and product launches

Trained customer support teams in the European and American headquarters
Provided weekly reports on revenue and web traffic, including trend intelligence and business advice based on key metrics
Curated, targeted and merchandised pages
Executed SEO and SEM marketing campaigns
Wrote promotional briefs for web campaigns and emails to be localized in 7 languages
Managed social media channels, partnerships, and competitive analysis

Accomplishments

- Coordinated website code updates as well as enhancements of CMS tools with the engineering team
- Introduced an affordable and secure alternative to shipping packages across the globe. Wrote the scope and coordinated the project within the business development, logistics, and engineering teams
- Implemented a formal process for all international marketing campaign workflows, promotional calendar, and creative processes. The new process and tools have improved the international team's performance by centralizing campaign assets and requirements, facilitating brainstorms, and motivating collaboration.
- Worked closely with customer support to troubleshoot problems and act on negative reputation indicators. As result, the Brazilian brand increased 100% its satisfaction rate on the most popular review site in the country
- Worked with Brazilian government officials and manufacturing department to create an invoice template which expedited customs clearance; This template was later used to improve all international invoices.
- Vetted and successfully implemented a new local payment method (Boleto) which significantly boosted revenues by allowing local cash payment methods
- Coordinated and performed due-diligence of local manufacturing companies in Brazil for potential partnerships

WIP Manager - Dell (Pyramid) | Austin, TX
Nov 2012 — Oct 2012
Resolved blocking issues for distressed projects in the enterprise product pipeline Presented project performance metrics to the LATAM and US product groups
Led the conceptualization and development of training videos

Web Researcher - Google (WorkforceLogic) | Austin, TX
Feb 2011 — Feb 2012
Performed research regarding the quality of content and advertisement on the Web Results of the research were used to improve quality and relevance of Google's ad services Performed analysis of content for both Portuguese and English audiences

Editor - DirectoryM (nSphere) | Boston, MA
Feb 2009 — Jul 2010
Made significant improvements to the Brazilian locations database, resulting in increased accuracy and traffic Managed data quality assurance and assisted business development
Localized the main portal for the Brazilian version of the corporate website

Reporter / Photographer - Brazilian Times | Somerville, MA
Feb 2009 — Feb 2010
Photographed and wrote feature stories for and about the Brazilian community in the Northeastern United States Was responsible for the design and execution of the newspaper's marketing campaigns
Personally invited to cover events by the Brazilian Ambassador, and the Minister of International Relations of Brazil

---

EDUCATION

Python language Stanford Continuing Studies, 2018
Data Science, Stanford Continuing Studies, 2018
JavaScript, Stanford Continuing Studies, 2018
Product Management for the Internet of Things, Stanford Continuing Studies, 2017
Python for Data Journalists Knight Center for Journalism in the Americas (UT), 2017
Bachelor of Arts, Communications and Journalism UniSant'Anna University - São Paulo, 2006

AWARDS

Cultural Article 2009 at the Brazilian International Press Award
Cultural Coverage 2009 at the Brazilian International Press Award
Local News Reporting 2008, finalist at the New England Ethnic News Award (UMass)
Photography 2008, finalist at the New England Ethnic News Award (UMass)
Hard News Picture 2008 at the Brazilian International Award

SKILLS

Programming Language
JavaScript, Python, HTML, CSS, R
Language
English & Portuguese Fluent, Spanish & French Basic