

Gabriella Samra

Skilled product owner/manager with a strong technical background, adept at understanding code and utilising data-driven insights to develop products that align with business goals. Excel in crafting solutions that meet both internal and customer needs effectively.

Employment

Principal Product Manager - Luxtripper Limited

Travel

Web

(Oct 2021 - Current)

Senior Technical Product Manager - Luxtripper Limited

Travel

Web

(Oct 2018 - Oct 2021)

Product Manager - Stagecoach Group

Transport

App

(Dec 2017 - Sep 2018) - Mobile App

Product Owner - Homelyfe

Insurance

App

(3 Month Contract Sep 2017 - Dec 2017) - Mobile App

Product Owner - Luxtripper Limited

Travel

Web

(Dec 2013 - Aug 2017)

Customer User Experience Manager - Top Travel

Travel

Web

(2012-2013)

Customer Loyalty Program - Top Travel

Travel

Web

(2011-2012)

Key Projects and Achievements

Online Payment Integration

- Led the full lifecycle of online payment integration, including stakeholder engagement, vendor selection, and end-to-end development.
- Orchestrated overhaul of CRM and website for PCI-compliant transactions.
- Results: Enabled processing of over £1 million in monthly payments.

AI-Driven Lead Qualification and Customer Engagement

- Led the revitalisation of the lead qualification process using AI at Luxtripper.
- Integrated the GPT3.5 API to parse customer enquiries from natural language to structured JSON.
- Applied AI for automated re-engagement at points of customer lead abandonment.
- Served as the primary product owner and prompt engineer, creating efficient GPT prompts.
- Results: Delivered an 11% increase in process throughput and reduced lead abandonment by 20%.

Launch E-Commerce Platform/Buy Online

- Drove the transition to an online e-commerce model; collaborated with leadership and stakeholders for digitisation.
- Utilised Mixpanel and GA for customer engagement tracking and data-driven backlog prioritisation.
- Results: Successful e-commerce platform launch and operationalisation.

Custom In-House CRM/Sales Platform

- Led product direction of an award-winning, API-driven, multi-functional CRM/CMS tool used by various teams.
- The system allowed for lead qualification, quoting customers and managing bookings.
- Engaged with wide-ranging stakeholders to optimise productivity and sales conversions.
- Results: Contributed significantly to a business turnover growth from £3m yearly to £38m yearly over 5 years.

PDF Generator - Travel Documents and ATOL Certificates

- Led product direction for automation of Travel Documents and ATOL Certificate generation.
- Addressed issues like frequent errors, delays in manual documents, and compliance needs.
- Results: Reduced document delays from 80% to 5%; significant decrease in negative customer reviews.

Email Automation

- Managed a project to automate email communications, creating around 40 different automated flows.
- Designed for low development costs; enhancements managed by Product and Design teams.
- Developed templated emails for scenarios not fully automated.
- Results: Sent approximately 48,000 automated emails monthly, saving the equivalent of 7 FTEs

Push Notifications for Stagecoach Bus App

- Led the selection process for push notification suppliers.
- Collaborated with senior leadership and marketing for requirement gathering.
- Coordinated with the development team to understand technical limitations.

Advanced Rules Engine for Hotel Classification and Content Integration

- Key contributor to 'Hector', a rule-based engine for automated hotel categorisation.
- Developed complex rule sets for tagging hotels and aggregating data: images, amenities, and location.
- Results: Achieved 85% accuracy in automated tagging, increasing new hotel product loading to the website fivefold.

Other Major Projects and Features

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| ❖ Data Warehouse Reporting | ❖ Qualification Automation | ❖ Sales Pipeline and Dashboard |
| ❖ Marketing Integrations | ❖ Payment Infrastructure Overhaul (Megabus, Virgin Trains, Stagecoach Buses) | ❖ B2C Website |
| ❖ Multi-Channel Communication Setup and Integration - Trengo | ❖ Activity Pricing System | ❖ B2B CRM for Corporate Travel |
| ❖ Staff Intranet Redesign for Digital Team | ❖ Hotel Contract Pricing Engine | ❖ UX Improvements for Stagecoach App |
| ❖ Product Management System | ❖ Customer Facing Website | ❖ Luxtripper Digital Company Branch Launch |
| ❖ CRM Sales System | | |

Certifications and Courses

Competencies

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| ❖ Certified Scrum Product Owner | ❖ Stakeholder Management | ❖ JIRA |
| ❖ Level 4 Qualification at Kent University | ❖ Backlog Grooming | ❖ Asana |
| ❖ A-Levels and GCSEs (A*-Bs) | ❖ Data Analysis | ❖ Trello |
| ❖ The Digital Garage - Google | ❖ Product Market Fit | ❖ Balsamiq |
| ❖ Google Analytics Essential Training · Content Marketing: Staying Relevant | ❖ User Experience Labs | ❖ Figma |
| ❖ UX and UI Foundations course | ❖ MVP, Market Research | ❖ Canva |
| ❖ SEO Foundations Course | ❖ Product lifecycle | ❖ Adobe Suite |
| ❖ Social Marketing for Business Course | ❖ UAT | ❖ Mailchimp |
| ❖ SQL for Beginners: SQL using MySQL and Database Design | ❖ A/B Testing | ❖ Confluence |
| ❖ Basics of HTML and CSS using Treehouse | ❖ Branding | ❖ draw.io |
| ❖ Full Stack Javascript Treehouse Course - IP | ❖ Wireframing | ❖ Google |
| ❖ SaaS Metrics Fundamentals for Managers, Founders & Investors | ❖ Design Testing | ❖ Analytics |
| ❖ Customer Success: How to Reduce Churn and Increase Retention | ❖ Beginner HTML, CSS, Javascript, SQL | ❖ Mixpanel |
| ❖ 2023 Mobile App Marketing & App Store Optimisation ASO | ❖ Agile (Scrum, Kanban) | ❖ PowerBi |
| ❖ The Psychology of Games - Secrets of Good Game Design | ❖ Waterfall | ❖ MySQL |
| ❖ Ultimate Guide to Game Development w/ Unity | ❖ Strategy development - Product roadmap | ❖ Hotjar |
| | ❖ Web Analytics and Marketing | ❖ Office, iWork, |
| | | ❖ Google |
| | | ❖ Suites |