

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.

SaaS Travel Sales Tools

- A comprehensive SaaS system tailored for the travel industry, automating the generation of branded and personalised documents.
- Implemented a robust lead management feature, allowing users to assess lead quality, add contact details, and efficiently manage their lead pipeline.
- Result: Empowered clients to successfully service over 5000 leads per month, showcasing the system's scalability and impact.

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

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

❖ 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		
❖ Email Automation		

Certifications and Courses

Competencies

❖ 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