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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.

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.

Activity Pricing System

- Led development of an in-house system for accurate and quick activity pricing for sales agents.
- Conducted extensive system evaluations; chose and defined in-house solution for operational needs.
- Designed wireframes and user stories, ensuring system met diverse operational requirements.
- Results: Reduced quote creation time by 35% for multi-activity quotes.

Custom In-House CRM/Sales Platform

- Led product direction of an award-winning, API-driven, multi-functional CRM/CMS tool used by various teams.
- 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.
- Conducted thorough analysis and collaborated on brand-aligned design development.
- Results: Reduced document delays from 80% to 5%; significant decrease in negative customer reviews.

Email Automations

- 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 like 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

- ❖ Customer Facing Website
- ❖ Data Warehouse Reporting
- ❖ Multi-Channel Communication Setup and Integration
- ❖ Hotel Contract Pricing Engine
- ❖ Marketing Integrations
- ❖ Sales Pipeline and Dashboard
- ❖ B2B CRM for Corporate Travel
- ❖ Staff Intranet Redesign for Digital Team
- ❖ Hotel Pricing and Availability System
- ❖ Lead Qualification Process Automation
- ❖ B2C Website – Lead Generation
- ❖ Payment Infrastructure Overhaul (Megabus, Virgin Trains, Stagecoach Buses)
- ❖ UX Improvements for Stagecoach App

Education

- ❖ Level 4 Qualification at Kent University
- ❖ A-Levels and GCSEs (A*-Bs)

Certifications and Courses

- ❖ Certified Scrum Product Owner
- ❖ Fundamentals for Managers, Founders & Investors
- ❖ The Digital Garage
- ❖ SEO Foundations Course
- ❖ SQL for Beginners: SQL using MySQL and Database Design
- ❖ Full Stack Javascript Treehouse Course – In Progress
- ❖ 2D Game Graphic Character and Asset Design using Photoshop – In Progress
- ❖ The Ultimate Guide to Game Development with Unity - In Progress

- ❖ Certified Scrum Master
- ❖ Customer Success: How to Reduce Churn and Increase Retention
- ❖ Google Analytics Essential Training · Content Marketing: Staying Relevant
- ❖ Social Marketing for Business Course
- ❖ 2023 Mobile App Marketing & App Store Optimisation ASO
- ❖ UX and UI Foundations course
- ❖ Basics of HTML and CSS using Treehouse
- ❖ SaaS Metrics
- ❖ The Psychology of Games - Secrets of Good Game Design

References available on request