"[{""end"": ""2025-03"", ""role"": ""Senior Product Manager - Tech"", ""start"": ""2018-09"", ""company"": ""Amazon Music"", ""current"": false, ""achievements"": [""

International Expansion: Launched Amazon Music and Podcast services across five Latin America countries. Developed a replicable launch methodology adopted by other regional teams, secured external QA resources, and personally contributed to testing—achieving 94%+ delivery accuracy for top-requested podcast shows.

Experimentation: Analyzed usage patterns and collaborated with technical teams to design experiments, resulting in a 2% customer impact uplift in Spanish-speaking markets. Validated improvements through A/B testing and replicated for other languages.

Feature Adoption & Usage: Drove increases of up to 8% in user dialog activity and 4% in active user days by designing, testing, and refining in-app voice prompts that promoted the adoption of underutilized features across multiple campaigns.

Product Innovation: Documented processes that led to an approved patent for generating customized recommendations based on context, metadata, and user history.

Operational Efficiency: Automated operational processes, saving 12 hours/week personally and scaling solutions to other markets, resulting in over 40 hours/week saved organization-wide.

Customer Experience Optimization: Led improvements to content delivery systems, tailoring experiences to regional language variations and catalog nuances; achieved double-digit gains in content delivery accuracy for music requests across Europe, the US, and Latin America.

Internal Platforms Enhancements: Upgraded a self-service tool for Alexa, expanding multilingual support and adoption across multiple countries, improving the experience for millions of weekly users.

Customer Engagement: Increased customer engagement by unblocking Alexa’s mobile wake word detection in Mexico through model adaptation, resulting in a 10% increase in weekly voice users and boosting new voice customer share from 38% to 65%.

Directed agile, cross-functional teams (Engineering, Design, Data Science, Marketing) to deliver localized digital products and customer-centric solutions.

Developed strategic consumer insights and prioritized experimentation opportunities by leveraging analytics and user research.

Led international product launches and feature rollouts, driving user engagement and business KPIs while aligning global product strategy with local market requirements.

Managed Program Managers within the Product team, promoting best practices in product lifecycle management and cross-functional collaboration.

Streamlined and automated workflows to drive operational efficiency and scalability, supporting rapid product delivery and team productivity across multiple teams and territories.

**MARKETING MANAGER**

Developed and implemented operational best practices for operations across Vendor Management, Inventory Control, and Marketing teams to drive efficiency and scalability.

Managed content strategy for high-value retail categories to enhance product discoverability and optimize the end-to-end customer experience.

Led the creation and execution of online consumer engagement campaigns, collaborating with cross-functional teams (Deals, Vendor Management, Outbound Marketing, Public Relations) to drive customer acquisition, engagement, and sales.

Product Data Enhancement: Improved product data quality for 4.5M+ product pages by leveraging internal platforms to extract missing information from other Amazon websites (e.g., the US) and developing custom queries to classify products into their most specific categories, streamlining data enrichment processes and supporting enhanced catalog management at scale.

Revenue-Driving Campaigns: Led the successful execution of major promotional events (‘Cyber Monday’ 2017, ‘Mes del Niño’ 2018), growing revenue share from email and push notifications from 5% to 14%. Achieved these results through targeted communication, strategic product selection, and cross-team collaboration, surpassing engagement and acquisition goals.

**TELEFÓNICA**

Identified and implemented automation opportunities to improve data workflows and marketing analytics by standardizing data mining and transformation processes.

Developed reports and dashboards to support marketing decision-making and ensure data integrity.

Designed and executed targeted SMS campaigns for special offers and top-ups, optimizing segmentation and scheduling to maximize customer engagement and revenue growth.

Customer Acquisition & Revenue Growth: Developed a customer selection strategy for Prepaid-to-Postpaid conversions, resulting in a 17% revenue increase and achieving 90% active payment rate among converted customers—a significant improvement over previous initiatives.

Data Automation & Integrity: Automated reporting processes and reduced processing times for the Income Analytics area by 60%, significantly improving data accuracy and enabling faster Marketing decision-making.