JAVIERA BLANCH



ECOMMERCE PROJECT MANAGER

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EXECUTIVE SUMMARY

EDUCATION

**MASTER IN MANAGEMENT**

Woolft College

2017

**ALUMNI**

Y Combinator

2011

**BUSINESS & MANAGEMENT**

Universidad de los Andes Bogotá 2003 - 2006

Over a 12 year career in tech, working in Latam and the United States, I have played an essential role in developing and improving a wide range of digital products and services across different industries and business models; from Saas, to Digital Media and Ecommerce where I have found my biggest passion.

EXPERIENCE

**ECOMMERCE PRODUCT OWNER**

CongoBasin INC, Barcelona | 02/2016 – Presente

Employing over 1M people, CongoBasin is the largest online retailer in the world. At their Arlington, VA Hub, as a product owner for congobasin.co's Office Electronics department, I have led a multidisciplinary team of 20 developers, UX designers, and data scientists.

**PRODUCT MANAGER**

TechBite - California. | 01/2014 - 02/2016

Techbite is the biggest Tech news site in the United States, with over 9M monthly unique visitors. At TechBite I was part of the team that successfully launched BiteBase, their famous directory of startup companies, in 2015. As a BiteBase.

**PRODUCT MANAGER / CUSTOMER SUCCESS MANAGER**

Rankfor.me - Saas | 2011 - 2014

Startup company providing Saas services for SEO. In the early 2010s, its revolutionary algorithm used AI to analyze semantic web structures and SERPs for over 40M search terms in order to automatically present actionable insights to their webmasters. I was one of rankfor.xyz's first 7 employees, while the company was in YC.

SOFT SKILLS

BUDGETING AND FORECASTING PROJECT SCHEDULING LEAN STARTUP THINKING AGILE SOFTWARE SCRUM MANAGEMENT MEETING

GOAL & CONVERSION TRACKING

SKILLS

Tableau

CERTIFICATES

Mixpanel

* PMPs - Project Management Institute
* CAPMs - Project Management Institute
* Search campaigns - Google Ads
* Shopping campaigns - Google Ads
* Advanced Google Analytics - GA Acacemy

Google Analytics 360

Google Data Studio

Notion, Trello, Gira, etc.