ISAAC VAZQUEZ

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EDUCATION

University of California, Berkeley, Haas School of Business   **May 2027**
Master of Business Administration
- Consortium Fellow, Management Leadership for Tomorrow (MLT) Professional Development Fellow, MLT Ambassador
- Haas Tech Club (Marketing Manager), Product Management Club, Artificial Intelligence Club, Fintech Club

Florida State University   **December 2018**
Bachelor of Arts, Political Science and International Affairs

EXPERIENCE

CIVITECH, Austin, TX   **January 2022-August 2025**
Civitech is a SaaS tech company that builds software and tools for political candidates to improve voter engagement
Quality Assurance Engineer (February 2025-August 2025)
- Partnered with engineering and DevOps to implement scalable release workflows by creating new deployment rules, reducing critical production defects by 90% and increasing NPS from 23 to 36 by preventing customer-facing issues
- Drove successful launch of RunningMate, an all-in-one campaign platform, by translating design, engineering, and user feedback into user stories and establishing quality acceptance criteria that aligned development with business goals
- Transformed complex technical challenges into cohesive customer journeys by synthesizing prototype testing insights and stakeholder feedback into intuitive, high-impact features that enhanced usability and drove 30% adoption
- Pioneered AI-powered workflow automation by implementing LLM-assisted QA processes and training cross-functional teams, reducing bug triage time by 40% and improving collaboration across engineering, product, and client services
- Accelerated product delivery cycles from monthly to biweekly releases by architecting quality strategy across two core products through unified testing frameworks and structured planning processes, reducing validation time by 30%

Quality Assurance Analyst (January 2022-January 2025)
- Owned end-to-end product vision and feature roadmap for TextOut platform by conducting user research, defining requirements, and prioritizing features based on impact and technical feasibility, driving 35% increase in engagement
- Championed product reliability initiatives that achieved 99.999% uptime across two products by implementing 400+ manual and automated tests, improving release efficiency by 30%, and enhancing user digital experience
- Led cross-functional pricing strategy initiative by aligning engineering, sales, and finance teams around product value, conducting market analysis, building financial models, and developing dashboards, resulting in $4M additional revenue
- Transformed client data accessibility from manual onboarding to self-service model by architecting automated event generation with GCP, enabling immediate campaign performance insights and reducing client onboarding time by 90%

OPEN PROGRESS, Los Angeles, CA   **June 2019-December 2021**
Consultancy that crafted conversational and grassroots digital engagement strategies (acquired by Civitech)
Client Services Manager (January 2021-December 2021)
- Orchestrated successful delivery of 80+ digital programs by establishing clear milestones and aligning cross-functional teams, achieving 100% on-time delivery while maintaining consistency and performance across multiple channels
- Leveraged data analytics to develop campaign messaging strategy, identifying key audience segments and priority issues through analysis, resulting in 25% higher engagement and alignment between digital and field operations
- Created strategic outreach framework that matched client goals with target audience data, A/B tested messaging and content, and scaled platform to reach 50+ million voters while increasing response rates by 20% across client list

Digital and Data Associate (September 2019-December 2020)
- Transformed client analytics from manual spreadsheet reporting to automated ETL data pipelines with interactive dashboards (Sisense, Tableau), reducing decision-making time by 40% and enabling real-time campaign optimization
- Optimized user segmentation and SMS and email targeting strategies across 20+ campaigns by analyzing engagement patterns and audience behavior, directly improving conversion rate by 25% and user acquisition efficiency by 20%
- Created compelling visual content for multichannel campaigns including email, SMS, and events, applying design principles and A/B testing to enhance visual appeal and messaging clarity, increasing response rates by 30%

Digital and Communications Intern (June 2019-August 2019)
- Developed data-driven user acquisition strategy by implementing personalized email campaigns and A/B testing frameworks, resulting in 5x growth in user base and 50% increase in conversion rates across client platforms

ADDITIONAL

- Skills: Product Analytics (Google Analytics, Hotjar, Looker Studio), SQL (PostgreSQL, MS SQL Server), Agile, Jira, Asana, Cloud Platforms (Azure, GCP), AI (ChatGPT Codex, Claude Code, Copilot), Photoshop, Lightroom, Figma, Miro, Canva
- Interests: FC Barcelona, Ferrari (F1), big foodie, film and TV buff, travel and cultural immersion, digital photographer