# 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
- VP of Marketing, Haas Tech Club; VP of Admissions, Consortium; Product Management Club, AI 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)
- Translated leadership and user feedback into product requirements for RunningMate, a platform that helps political campaigns manage voter engagement, data analytics, and campaign strategy, aligning engineering and product teams
- Conducted user interviews and analyzed user clickstream data to identify onboarding obstacles and technical challenges, leading to a redesign of product tutorials and first-time user flows that increased activation rates by 25%
- Built and deployed AI-powered QA and product workflow automation to solve operational challenges, increasing transparency between engineering, product, and client services teams while reducing bug triage time by 40%
- Designed and implemented structured manual and automated QA testing and planning processes across two core products, accelerating delivery cycles from monthly to biweekly releases and reducing release validation time by 30%
- Built a real-time event-generation system in Google Cloud, improving client onboarding and delivering instant access to campaign performance metrics, transitioning clients to a self-service model and reducing onboarding time by 60%
***Quality Assurance Analyst*** (January 2022-January 2025)
- Owned product vision for peer-to-peer texting platform by connecting directly with customers to understand pain points and prioritizing features based on quantitative impact assessments that drove a 35% increase in engagement
- Generated $4M in additional revenue by leading a cross-functional pricing strategy initiative, aligning engineering, sales, and finance teams around product value through market analysis, competitor research, and financial modeling
- Championed product reliability and release standards, achieving 99.999% uptime, reducing critical defects by 90%, and improving release efficiency by 50% through new deployment rules and strategic test planning and implementation

**OPEN PROGRESS,** Los Angeles, CA                     **June 2019-December 2021**
Consultancy that built digital engagement solutions through innovative peer-to-peer outreach (acquired by Civitech)
***Client Services Manager*** (January 2021-December 2021)
- Led client digital and communication strategy by developing data-driven messaging validation and audience sampling frameworks, aligning content with client goals and boosting response rates 20% while scaling outreach to 50M+ voters
- Analyzed voter behavior and campaign performance to surface high-impact opportunities, presenting findings in client meetings and delivering concise summaries that informed targeting choices and shaped strategic program priorities
- Orchestrated successful delivery of 80+ client campaigns by establishing clear milestones and aligning cross-functional teams, achieving 100% on-time delivery while maintaining consistency and performance across multiple channels
***Digital and Data Associate*** (September 2019-December 2020)
- Automated ETL processes and reporting pipelines, replacing manual spreadsheet workflows with nightly data drops and interactive dashboards (Sisense, Tableau), reducing analysis time by 40% and enabling faster performance reviews
- Leveraged user behavior analytics to optimize segmentation and targeting features across 20+ campaigns, improving conversion rates by 25% and supporter conversion efficiency by 15% through data-driven program enhancements
- 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), Cloud Platforms (Azure, GCP), Product & Workflow Tools (Agile, Jira, Asana, Miro, Figma, Canva), AI & Automation (ChatGPT Codex, Claude Code, Copilot, Bolt, Lovable, n8n, Zapier)
- Interests: FC Barcelona, Ferrari (F1), big foodie, film and TV buff, travel and cultural immersion, digital photographer