**JAVIERA BLANCH**

Ecommerce Project Manager

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**WORK EXPERIENCE**

**ECOMMERCE PRODUCT OWNER 02/2016 - Present**

CONGOBASIN INC, ARLINGTON COUNTY, VA

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 software developers, UX designers, and data scientists focusing on:

* The analysis of user behavior and conversion reports along the checkout funnel
* Developing A/B tests using Optimizely and vue.js and overseeing KPIs evolution
* Coordinating all marketing campaigns for the vertical with the Ops. and Marketing teams

During this period, 210 tests have been successfully deployed and 112 new features have been adopted permanently, contributing to a 60% increase in the Global conversion rate YOY.

**PRODUCT MANAGER 01/2014 - 02/2016**

TECHBITE, CALIFORNIA

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 team member I:

* Designed BiteBase premium plan features along with a small team of 2 UX designers and 2 Front-End Developers
* Measured performance and proposed iterations to improve user experience and the main business KPIs:

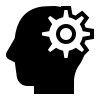
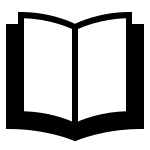
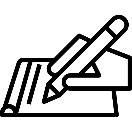
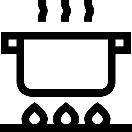
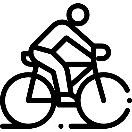


**LANGUAGES**

English

Spanish

French



**HOBBIES AND INTERESTS**

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

**CERTIFICATIONS**

**Master in Management**

Woolft College

2017

**YC alumni**

2011

**Business & management**

Universidad Gonawindua

2003 - 2006

**EDUCATION**