NATANAEL MOTA

PRODUCT MANAGEMENT SPECIALIST

- nat.c.mota@gmail.com
- 079 468 49 227
- Fitzrovia, London
- linkedin.com/in/nat-mota

With a five year track record in **product strategy**, discovery, and **cross-functional execution** in **B2B** and B2C in **Marketing**, **Fintech**, and **Payments**, I excel in communicating complex concepts with clarity and precision. My analytical skills are particularly valuable in navigating new initiatives, using the customer's voice to deliver on time and budget.

💼 EXPERIENCE

ometria — Product Manager
📅 Jun 2022 - Present 📍 London

- Led Ometria's website personalisation discovery in a new market for the company, resulting in a **2M GBP** decision by the executive team
- Introduced pre-mortems and future press releases to development
- Build and expand **EMEA** and **NA technical partnerships** in Ometria's ecosystem of **8 technical partnerships** and more than **20 integrations**

checkout.com — Associate Product Manager
📅 Aug 2020 - Jun 2022 📍 London

- Led VISA RTSI integration project from discovery to execution. **450 hours per month** in Operations time were saved in first two quarters
- Led monthly Dispute analytics discussion using automated python reports leveraging **Looker**, **Plotly** and **Facebook Prophet**
- Used data-led stories to get and lead key user interviews with some of our largest and busiest clients like **Cripto.com**, **Binance** and **Grab**

lendinvest — Web and Product Analyst
📅 Apr 2019 - Jul 2020 📍 London

- Reworked LendInvest's website measurement from the ground up with **15+ custom events and triggers,** bringing trust to data
- **Built data warehouse connector** for Google Analytics using the API
- Created and **automated** SEO **SEMRush** reports using **Python**
- A/B tests using **Bayesian Structural Time Series** on previous events
- Led first Data Science project, partnering with **FICO**. Built **ETL pipeline** in **Pandas** for loan defaults model and ran expert validation sessions

octopus labs — Web Analyst
📅 Sep 2018 - May 2019 📍 London

- Implemented conversion events tracking at Octopus, including creating **five new custom dimensions** and **session id tracking**.
- Created reporting, implementing **digital analytics framework** and **teaching** Google Analytics to **Design**, **Product** and **Marketing** teams
- Performed data cleaning with **Talend.** Prepared SQL Reports

Mail Online — Web Analyst
📅 May 2017 - Aug 2018 📍 London

- Fulfilling analytics requests at global level for mailonline.com's web, mobile and social channels, with more than **200M monthly active users**
- Performed data mining of competitor videos and posts using **Facebook Graph API** and **Power BI** for the first time in the company
- Automated reports using **VBA** saving approximately **260 hours** per year

🎯 ACHIEVEMENTS

£2'000'000
Investment decision for entering new market I quantified for Ometria

450
Hours saved per month for Dispute Operations in first two quarters

66%
faster VISA RTSI integration vs retail banks using Agile at Checkout.com

£100'000
Google Analytics 360 yearly fee I saved LendInvest with API pipeline

9
Cross functional teams that I have taught advanced Google Analytics to

4
Software Engineering teams I have managed and improved processes of

1
IEEE Nuclear Physics paper I was co-author of during my Masters

🎓 EDUCATION

Master of Science, Physics, 2015
University of Surrey, Surrey

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Special Project - CHARM Laboratory launch at **CERN** - 13 Months - Co-author of IEEE Nuclear Physics paper

Bachelor of Science, Physics, 2013
King's College London, London

⚙️ SKILLS AND TECHNOLOGIES

- **Product Strategy**
- Stakeholder Management
- **Advanced Data Analysis**
- UX and UI
- Agile Project Management
- **Miro**
- **Jira**
- **Notion**
- Figma
- Postman
- Heap
- **Python**
- SEMRush
- SQL
- Looker
- Salesforce
- Tableau
- **Facebook Prophet**
- **Google Analytics**
- Power BI

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Product Manager

Expert communicator with over 5 years of experience in product strategy, discovery and execution for B2B and B2C clients in Marketing, Fintech and Payments

Product Manager with deeply analytical background and expertise in driving cross-functional collaboration for complex projects spanning 1st, client and 3rd party stakeholders. Excellent analytical skills to enable quick, clear absorption of requirements so the team can focus on performance, contractual and financial deliverables. Experienced in delivering solutions that respect practises in handling PII, PCI and intellectual property data.

Languages: Portuguese (native), Spanish (conversational), French (A1, worked at **CERN** for one year).

Strategic Planning • Team Building & Leadership • User Research • Agile Development

TECHNICAL PROFICIENCIES

Product Management	Notion, Jira, Miro, Figma, Postman, Salesforce
Analytics	Python, Facebook Prophet, SEMRush, SQL, Google Analytics, Tag Manager and Data Studio, Looker, Heap, Tableau

PROFESSIONAL EXPERIENCE

Product Manager (June 2022 - Present)   Ometria, London - Hybrid

Owning Cross Channel team, responsible for omnichannel marketing experience execution spanning of email, sms, advertising, app push and website personalisation partners. Generating product vision, strategy and analysis for message orchestration, channel optimisation and integrations that reach more than 500M customers for retailers such as Steve Madden and Sephora.

Key Achievements:

- Led Ometria's onsite personalisation product discovery in a new market for the company, resulting in a **2M GBP** opportunity decision by the executive team
- Build and expand **EMEA** and **NA technical partnerships** in Ometria's ecosystem of **8 technical partnerships** and more than **20 integrations**
- Introduced pre-mortems and future press releases to development

Associate Product Manager (August 2020 - June 2022)   Checkout.com, London - Hybrid

Working closely together with international card scheme brands such as VISA, MasterCard and the Checkout.com internal product teams in designing and implementing world-class dispute solutions APIs for international payment processing. Producing business and functional requirements as well as inputting into technical requirements. Develop, optimise & document business processes.

Key Achievements:

- Led VISA RTSI integration project from discovery to execution. **450 hours per month** in Operations time were saved in first two quarters
- Led monthly Dispute analytics discussion using automated python reports leveraging **Looker**, **Plotly** and **Facebook Prophet**
- Used data-led stories to get and lead key user interviews with some of our largest and busiest clients like **Cripto.com**, **Binance** and **Grab**

…Continued…

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Web and Product Analyst (April 2019 - July 2020)   LendInvest, Fitzrovia, London

Prepare organic, paid, and technical SEO research and recommendations, measuring complex events, quantifying impact and informing product strategy whilst reworking web analytics instrumentation for scale and data science on cost-effective budget. Train business members on bespoke measurement framework and audience intent. Studying Bayesian statistics and time series analysis methods to bring state-of-the-art decision support to website transformation and A/B testing.

Key Achievements:

- Reworked LendInvest's website measurement from the ground up with **15+ custom events and triggers,** bringing trust to data
- **Built data warehouse connector** for Google Analytics using the API
- Created and **automated** SEO **SEMRush** reports using **Python**
- A/B tests using **Bayesian Structural Time Series** modelling on previous events
- Technical lead for first Data Science project at LendInvest, partnering with **FICO**. Built **ETL pipeline in Pandas** for loan defaults model, ran expert validation sessions on **Plotly** dashboard

Web Analyst (September 2018 - May 2019)   Octopus Labs, Holborn, London

Fostered data relationship between marketing, product and design, overseeing analytics for all Octopus Group web properties. Transformed culture for marketing teams to focus on measurement using detailed data studio reports and by making the design team more data aware as well.

Key Achievements:

- Implemented conversion events tracking at Octopus, including creating **five new custom dimensions** and **session id tracking**.
- Created reporting, implementing **digital analytics framework** and **teaching** Google Analytics to **Design**, **Product** and **Marketing** teams
- Performed data cleaning with **Talend.** Prepared SQL Reports.

Web Analyst (September 2018 - May 2019)   Mail Online, South Kensington, London

Supported Head of Analytics with data management and analysis, fulfilling requests at global level requiring clear communication with colleagues at all seniority levels across UK, US and AU. Avid advocate of Avinash Kaushik's idea of actionable insight, maintaining team's knowledge base.

Key Achievements:

- Fulfilling analytics requests at global level for mailonline.com's web, mobile and social channels, with more than **200M monthly active users**
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EDUCATION

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