

# Natanael Mota

London

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## Product Manager

*Expert communicator with proven experience in product strategy, discovery and execution at a global level for B2B clients in Marketing and Fintech*

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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. Versed in facilitating creative solutions that respect practises in handling PII, PCI and intellectual property data.

Languages: Portuguese (native), Spanish (conversational), French (A1).

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

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## TECHNICAL PROFICIENCIES

<b>Product Management</b>	Adobe Analytics, Microsoft Excel (VBA, Pivots, Vlookup), Google Tag Manager, Jira, Miro, Figma, Postman
<b>Analytics</b>	Tableau, Python, Facebook Prophet, Power BI, SEMRush, SQL

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## PROFESSIONAL EXPERIENCE

**Product Manager** (June 2022 - Present)

Ometria, London

*Technologies: Datalore, Python, Google Analytics, MySQL, Jira, Postman*

Owning Cross Channel team, responsible for omnichannel marketing experience execution together with a number of email, sms, advertising, app push and onsite 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, resulting in a multi-million GBP opportunity decision by the C-level team, in a new market for the company
- Build, develop and maintain relationships with EMEA and NA partnerships and sales management team to analyse, negotiate and onboard new partners with commercial and product fit
- Manage existing client engagements across different product features in different stages of maturity, working alongside product marketing, customer success and external contractors to deliver in a timely manner
- Manage and update analytics process to support strategy decisioning and capacity planning

**Product Analyst** (August 2020 - June 2022)

Checkout.com, London

*Technologies: Looker, Snowflake, Python, Google Analytics, MySQL, Jira, Postman*

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 for international payment processing. Producing business and functional requirements as well as inputting into technical requirements. Develop, optimise & document business processes.

### Key Achievements:

- Ownership of Dispute automation product lifecycle, integrating directly with VISA and MasterCard at a global level to find and communicating solutions to sophisticated needs
- Work with both internal and external partners to produce business and functional requirements, as well as inputting into technical requirements
- Maintain the product roadmap in collaboration with Product Leaders
- Led analytics shift in my team with data warehousing planning and report automation

## **Web and Product Analyst** (April 2019 - July 2020)

LendInvest, London

*Technologies: Python, Jupyter Notebooks, Google Tag Manager, Google Analytics, MySQL, Tableau, Google Cloud Services, Amazon S3, Google Data Studio, Sklearn*

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:**

- Inform dimension modelling for useful and relevant data warehousing (web sessions).
- Process, audit, and analyse SEO impact leading to two-page redesigns based on SEO research and keyword recommendations. Follow up with econometric analysis validating improvement.
- Prepare code to create data warehouse pipeline for web data and first pipeline for machine learning using Python. Create workshops with business leaders to identify strategic metrics.

## **Web Analyst** (September 2018 - May 2019)

Octopus Labs, London

*Technologies: T-SQL on Microsoft Azure, Google Tag Manager, Google Analytics*

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:**

- Created and implemented custom tracking of conversion events at Octopus, including creating five new custom dimensions including session id tracking. Done full website measurement audit.
- Created business-tailored and stakeholder-tailored reporting, implementing digital analytics framework and teaching Google Analytics to multiple teams.

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## **EDUCATION**

**Master of Science, Physics, 2015**

University of Surrey, Surrey

**Bachelor of Science, Physics, 2013**

King's College London, London