

Professional Summary

Data analyst/ product manager with upgraded data analytics skills and solid foundation of technical coursework building and running data ETLs, analysis and building dashboards to power business analytics. Hands-on problem solver with outstanding communication skills leveraging strengths from consulting & product marketing. Passionate about behavioral science.

- **Data Analytics:** Excel, Python, SQL, Tableau, Git, Command Line
- **Key Skills:** Clear technical communication, Active listener, Structured thinking, Prioritization, Integrity, People person
- **Key Certifications:** AWS Cloud Practitioner, Salesforce Admin, Salesforce Marketing Cloud (SFMC) Email Marketing
- **Education Certifications:** *Data Analytics*, Fullstack Academy, NY, 2022; *Data Science*, TKH, NY 2022

Data Projects

Fullstack Academy | New York, NY 2022

Defined project scope, data analysis, presentations and dashboards using Excel, Python, Tableau, SQL

- [How Much is that Avocado?](#) - Identified 45% volume growth fueling 351% increase bagged avocado sales
- [A Tale as Old as Carbon: Deep Dive into Global Energy Trends](#) - Interactive dashboards visualizing historic fossil fuel & renewables, identified China's coal use as 54% global consumption

Work Experience

Consultant | *Product Owner* 2019

Deloitte Consulting LLP, New York, NY

American Express | *Leveraged data and Salesforce Marketing Cloud creating and tracking marketing email campaigns*

- Improved open rate by 45% by implementing data personalization impacting 100K+ customers / per campaign
- Reduced time to identify defects by 25% through streamlined processes in ownership of quality assurance for campaigns, coordinating technical inputs from 3 cross-functional teams and managing stakeholder relationships
- Reduced clarification requests by 30% through clear and detailed communication leading global development team on roadmap alignment, prioritization and deadlines with daily standups using agile frameworks
- Tripled users in pilot phase & successfully navigated ambiguity in early pilot of managed services engagement

Product Marketing Manager 2017 - 2018

Ubeya, Tel Aviv, IL

Go-to-market for early stage startup working closely with technical founders

- Increased US qualified leads by 30% through digital email campaigns, process automation leveraging CRM
- Leveraged user interviews for feedback resulting in 3 features being added to product roadmap
- Drove culture to be more data focused and goal oriented implementing CRM, Google Analytics

Customer Support Manager 2016

Juno, Tel Aviv, IL

Support 2 sided NYC rideshare service during launch, working closely with data and product teams

- 15% improvement across customer support team service level agreement metrics, through ownership in/external knowledge base, prioritizing documentation and hands-on team leadership
- Led team through acute fraud crisis and directed real-time solutions minimizing revenue loss
- Conducted user research for data backed feedback to Product Management stakeholders to drive enhancements to Juno's customer experience resulting in feature updates

Business Analyst 2002 - 2012

Mark Paneth LLP, NYC, US

Litigation, Valuation & SEC engagements covering Financial, Technology & Real Estate clients

- Led team of 10 execs through successful software implementation, designed database and provided guidance
- Identified actionable insights from discovery; synthesized findings in expert reports, used Excel for visualizations

Professional Development

Hack for LA | Product Manager | Remote 2023

- Designed infrastructure, data tables, and automation for backend using github to manage roadmap

Human Centered Design | IDEO | Product Manager | Remote 2020

- Implemented Miro to incorporate Agile principles and led design sprints

mBolden | Tel Aviv, IL | *networking group for women in technology* 2015-2019

- Grew community from 0-800, created content and led workshops and mentored (marketing, copywriting, resumes)

Education

MA, International Relations - Security Studies, Reichman University, Herzliya, Israel 2015