Shifra Goldberg
TECHNICAL PRODUCT MANAGER

(917) 873-6755 ● ShifraG@gmail.com ● New York, NY ● Portfolio ● Github ● in/shifragoldberg

Technical Product Manager leveraging technical, data analytics and cloud skills alongside people skills to improve user experiences. Proven problem solver with excellent communication developed through consulting and product marketing.

Data Analytics: Excel, Python, SQL, Tableau, Git, Command Line
Certifications: AWS Cloud Practitioner, Salesforce Admin, Salesforce Marketing Cloud (SFMC) Email Marketing
Key Skills: Data Analysis | Strategy | Documentation | Leadership | Grow Leadership | Clear technical communication|
        Active listener | Structured thinking | Prioritization| Integrity | People person

Experience

Intern, *Technical Product Manager* I GE Aerospace - Corporate Digital Technology, Remote, NY   2023 - 2024
GE Global Digital Corporate IT functions during GE multi year separation (trifurcation) into 3 independent GE entities
- Mitigated technical debt - spearheaded update of managed file transfer (MFT) middleware process decommissioning legacy process on Linux server; replaced with cloud based automated workflow implementing software leveraging BOX API
- Demystified complex process - created testing plan, documentation, workflow visualization; trained new MFT teams on new processes after working with engineers on a day-to-day basis to execute requirements
- Initiated idea and created onboarding playbook for four new interns and led initiative for cloud certification study group
- Award: Deliver With Focus - Globalscape Cloud Migration and Delivery

Consultant, Product Owner I Deloitte Consulting LLP, New York, NY   2019
Leveraged data and Salesforce Marketing Cloud creating and tracking marketing email campaigns
- Improved open rate by 45% by implementing data personalization impacting 50K+ customers / per campaign
- Reduced time to identify defects by 25% through streamlined processes ownership of quality assurance for campaigns, coordinating technical inputs from 3 cross-functional teams and managing stakeholder relationships
- Reduced dev team clarification requests by 30% through clear and detailed communication leading global development team on roadmap alignment, prioritization and deadlines with daily standups using agile framework
- Tripled users in pilot phase - successfully navigated ambiguity in early pilot of managed services engagement

Product Marketing Manager I Ubeya**,** Tel Aviv, IL   2017 - 2018
Go-to-market for early stage startup working closely with technical founders covering product lifecycle planning + development
- 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 I Juno, Tel Aviv, IL   2016
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

Early Business Analyst Experience │ Corporate | NYC
- Sunset legacy manual documentation review process; led successful software implementation, designed database and provided guidance to executive team and database usage
- Identified actionable insights from discovery; synthesized findings in expert reports, used Excel for visualizations

Education and Technical Professional Development

MA, International Relations - Security Studies, Reichman University, Herzliya, Israel   2015
Data Analysis, Fullstack Academy, New York, NY   2022
Data Science, TKH, Bronx, NY   2022

Volunteer

Product Manager I Hack for LA, Remote   2023
Maintain issues using Github, documentation, creating internal infrastructure for user-friendly onboarding, optimized data tables

Co-Lead I mBolden, Tel Aviv, IL   2015-2019
Grew group for women in tech into a community of 800; created content and led workshops (marketing, copywriting, resumes)