**Shifra Goldberg**

TECHNICAL PRODUCT MANAGER

(917) 873-6755 ●[ShifraG@gmail.com](mailto:ShifraG@gmail.com) ●New York, NY ●[Portfolio](https://sites.google.com/view/shifragoldberg/home) ●[Github](https://github.com/PlantGirlCodes) ●[in/shifragoldberg](https://www.linkedin.com/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**

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

**Volunteer**

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| **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)