

Rebekah Figueroa

WORK EXPERIENCE

Product Manager, In-App Activity

October 2021 – September 2022

FactoryFix

Remote- McAllen, TX

FactoryFix is a B2B career platform connecting manufacturing companies to skilled workers for on-demand labor needs

- Oversaw product strategy for customer-facing business, focusing on increasing retention and in-app activity
- Increased customer to candidate SMS in-app communications sent by 133% in one month
- Optimized internal customer service experience to allocate 15% more of time-focused resources to customers
- Identified areas of opportunity in increasing user activity, leading to a 10% increase in activity in 1 month after implementation of proposed short-term roadmap
- Led an engineering team of 8 developers and a UX designer to improve activity on our ATS candidate pipeline, SMS messaging tool, talent search network, customer notifications, and dashboard features

Product Specialist

June 2021 – October 2021

Benitago

Remote- Kansas City, MO

Benitago is an e-commerce startup specializing in using deep data analytics to grow stagnant CPG verticals on Amazon

- Established all workflows for Product Specialist team to bring structure to the development process, reducing the time to hand-off by 50%
- Managed all contract manufacturer and stakeholder relationships, negotiating pricing terms, scope, and deadlines, as well as developing final alignment documents to ensure quality records were kept of transactions

Product Research & Development Analyst

January 2020 – March 2021

Whole Foods Market

Austin, TX

WFM is a grocery chain subsidiary of Amazon with private label brands setting sustainable grocery standards for consumers

- Led product development work for Beauty Care, Household, and Pet Care WFM private label brands
- Coordinated all development with contract manufacturing suppliers and key stakeholders, managing in-store US launches for approximately 75 products
- Introduced higher standards for body care formulation work, reducing post-launch rework by 60%

Process and Formulation Researcher

May 2016 – December 2019

Procter & Gamble

Cincinnati, OH

P&G is a top global consumer product goods company, where I worked on brands such as Head & Shoulders and Vicks

- Led formal stability placements, managing cross-functional teams, and developing metrics for success while reducing scale-up timeline by 50%
- Designed and executed DOX experimentation to deliver a product with 400% improved active performance while reducing cost of formula by 75%
- Utilized A/B testing and large-scale consumer studies to understand consumer needs and develop formulas that broke from baseline by +14

SKILLS

- **Product Management:** A/B Testing & Experimentation, Agile Development, Coda, Figma, Jira, Market Research, Product Roadmapping, Product Strategy, QA Testing, Shortcut, SWOT Analysis, Trello, User Experience Testing
- **Software Development (learning):** CSS, HTML, Javascript, Python, SQL
- **Analytical:** Algolia, Excel, Google Analytics, Hotjar, JMP, Mixpanel

EDUCATION

Purdue University

August 2012- May 2016

Bachelors, Chemistry

West Lafayette, IN

Flatiron School

December 2022- present

Bootcamp, Software Engineering

Remote