Alejandro Gutierrez, MPH

Sunnyvale, California • +1-508-237-8281 • Email • LinkedIn • GitHub • Schedule 15 w/ Me

Digital health technologist with 3.5+ years of startup experience in customer success, implementations, and product management/research, seeking a role to leverage analytical skills, relationship building strengths, and continuous learning mindset to make data-driven decisions and solutions that improve population-level outcomes.

PROFESSIONAL EXPERIENCE

Stealth Startup (Part-Time)

Early Stage Product & Growth Contractor   Aug 2023 - Present

- Work side-by-side with founding CEO as lead collaborator and right-hand in building new social media platform
- Drive product roadmap planning, feature prioritization, and market analysis to refine product-market fit
- Develop growth strategies and create engaging content to drive early user acquisition and jumpstart viral growth
- Design and optimize onboarding guides, help docs, and tutorials to enhance user experience
- Conduct user research, A/B tests, and data analysis to inform iterative product enhancements

UC Berkeley Data Analytics Boot Camp (Part-Time)   Feb 2023 - Aug 2023

- Completed a rigorous 24-week program, gaining the skills and knowledge necessary to launch a successful career in data analytics.
- Learned to use a variety of tools and technologies, including Intermediate Excel, Python, JavaScript, HTML5/CSS, API Interactions, SQL, Tableau, Fundamental Statistics, Machine Learning, Git/GitHub, and more.
- Completed real-world projects using real-world datasets from various industry data fields like Financial Services, Human Resources, Healthcare, and Government.
- Achieved a Certificate of Completion from UC Berkeley Extension with an A final grade

Activate Care, Boston, MA (Full-Time)

Product & Market Researcher (Product Team)   Jan 2022 - Dec 2022

- Collected and analyzed multi-source data to create detailed customer (healthcare orgs / plans / systems) market research reports for the executive team.
- Collaborated with product and marketing teams to create data-driven content for effective product communication.
- Developed competitive analysis reports for tech-enabled health service companies and proposed strategic recommendations.
- Acted as a subject matter expert on platform configuration, care models, and program development.

Product Analyst   Nov 2020 - Dec 2021

- Streamlined communication and collaboration between stakeholders to drive 6+ successful product roadmap initiatives.
- Utilized industry-standard data analysis tools and techniques to analyze user behavior and improve product features.
- Spearheaded user flow improvements and automation upgrades that reduced user set-up

time by 66% and activity tracking by 50%, resulting in a 30% decrease in errors.
- Championed the use of Loom by product development teams, resulting in faster feedback cycles and increased transparency.
- Designed user experience feedback processes and reports using Notion, Help Scout, and JIRA.

Customer Success Lead / Product Specialist   May 2019 - Oct 2020

- Led customer support and success teams, achieving an average CSAT score of 95%.
- Managed customer support system administration using JIRA, Help Scout, and HubSpot.
- Acted as the go-to product expert for key customers, ensuring high retention rates
- Collaborated with 4+ teams to deliver successful platform changes and communicate product updates to users.
- Established efficient investigation, ticketing, and escalation processes, reducing support and onboarding costs.
- Developed and maintained a 200+ help article knowledge base using Help Scout and Notion.

EDUCATION

Saint Louis University, St. Louis, MO   2018
Master of Public Health - Behavioral Science & Health Education

Saint Louis University, St. Louis, MO   2017
Bachelor of Science - Public Health, Pre-Medical Studies

SKILLS

Technical Skills: Python (Pandas, NumPy, Scikit-Learn), SQL, Tableau, Excel, ETL, A/B Testing, Data Visualization, Agile & Scrum, Product Management Lifecycle, Quantitative and Qualitative Analysis, Health Program Development

Soft Skills: Emotional Intelligence, Effective Communication, Collaboration, Customer Relationship Management (CRM), Adaptability & Continuous Learning