

Product Manager

Accomplished and results-driven product leader with a strong track record of developing and launching cutting-edge SaaS platform technologies and virtual reality features.

Accomplished Product Manager adept at driving product growth with a particular focus on SaaS and VR solutions. A unique blend of technical and marketing acumen, having excelled in areas ranging from advertising technology to virtual reality features. Proven ability to dissect complex funnels, shape delightful experiences, and influence cross-functional teams.

Core Competencies

- Product Strategy & Roadmapping
- Go-to-Market Strategy
- Consumer Insights & Analysis
- Technical Innovation
- Cross-functional Collaboration
- SaaS Product Development
- User Experience Engagement
- Stakeholder Management
- Analytical Decision Making

Professional Experience

OBSESS VR, NYC

Apr 2022 to Jun 2023

Product Manager | 360 and VR Brand Experiences

Drove long-term strategic planning efforts and enhanced consumer product experience by demonstrating exceptional leadership. Collaborated across cross-functional teams, including customers, engineering, marketing, and customer success, to define product improvements, prioritize features, and deliver solutions that addressed market challenges.

- Set long-term strategy for SaaS platform technologies and VR capabilities, aligning with stakeholders.
- Spearheaded product requirements definition, planning, design, and testing for new features.
- Acted as a liaison between marketing, sales, development, and CX to manage the product lifecycle.
- Collaborated with development to execute fixes for critical bugs impacting product performance.

Manatt, Phelps, & Phillips, NYC

Aug 2017 to Apr 2022

Developer & Consultant | SaaS Publishing Product

Guided a cross-functional team in providing secure access to legal and regulatory analysis through an exclusive SaaS platform. Generated in-depth data analysis content for executive leadership within the healthcare sector.

- Devised AI-based document scanning and image selection for publication, streamlining consultant tasks, enhancing product knowledge graph precision, and eliminating potential human errors.
- Built and maintained firm-wide knowledge and training portal, delivering extraordinary ROI with minimal operating and development costs.
- Equipped chief editorial staff with comprehensive data analysis content tailored for executive leadership, enabling well-informed decisions and a competitive edge within the ever-evolving healthcare sector.

ARKADIUM, NYC

Jul 2016 to Aug 2017

Partner Development | AI and Interactive Publishing AdTech

Spearheaded the end-to-end business development process, securing valuable artificial intelligence partnerships with top digital publishers.

- Introduced an ingenious NLP-driven interactive advertising content solution specifically designed for publishers by leveraging expertise in new business development.
- Pioneered the development of groundbreaking AI partnerships by leveraging NLP contextual understanding to create interactive content.

MARKETING SYSTEMS, TX

Jan 2016 to Aug 2017

Principal | Marketing Consulting and Management

Project management for digital and social campaigns, specializing in marketing products for sports, medical, and political clients.

- Sustainability strategy - utilized systems modeling to improve key behaviors.
- Mobile first - advertised and appeared natively with direct or agency-managed buys.
- Audience - leveraged AI-driven segmentation and deep dive reporting.

YP LLC, TX

Jul 2015 to Nov 2015

Digital Sales Executive | Google Ads Service Provider

Specialized large opportunity management focused on search and display ads using geo-location, buyer intent, and local listing web products.

- Provided technical expertise in geo-targeted mobile banners and traditional media kits for various clients.
- Contributed strong pipeline by building unique product offerings additional revenue generation from ads.

TEXAS PRINT SOLUTIONS, TX

May 2014 to July 2015

Marketing Campaign Manager | Product Development

Developed and managed e-commerce portal product launch, including 360 product viewer and GTM strategy.

- Conceived HTML5 web portal for top Texas printer servicing industrial, financial, and academic institutions.
- Enabled the production team by building a product integration for managing inventory with Google Drive.

GOODY GOODY LIQUORS, TX

May 2013 to Dec 2013

Marketing Coordinator | Internal marketing, Digital, Print, and OOH

- Managed major product launches including a customer rewards program, digital marketing campaigns, and local market launches.
- Partnered with TracyLocke to oversee media and design product ads.
- Analyzed and strategized quarterly budget in media, including Google Analytics for 20+ retail locations.

Education

Bachelor of Science in Marketing

University of Texas, Dallas | Aug 2010 – Dec 2013

Naveen Jindal School of Management