

Contact

www.linkedin.com/in/alexandra-bolanos (LinkedIn)

Top Skills

Customer Retention
Customer Acquisition
Search Engine Optimization (SEO)

Languages

Spanish (Native or Bilingual)
English (Native or Bilingual)

Alexandra Bolanos

Senior Product Manager | Driving Growth & Core Product Development | Data-Driven & User-Focused
New York, New York, United States

Summary

Senior Product Manager with a background in growth marketing, specializing in bridging user acquisition and product development to drive business growth. I began at Bubble as the first growth hire, building foundational strategies across paid channels and data-driven marketing. Transitioning into product management, I've expanded my scope from growth-focused projects to core product features, enhancing user experience, engagement, and retention. I thrive on collaboration, data, and delivering solutions that align with both user needs and company goals.

Experience

Bubble
5 years

Senior Product Manager
2023 - Present (1 year)
New York, New York, United States

- Engagement & Revenue Growth
- Directed 0→1 initiatives like AI-powered Build Guides, boosting early user engagement and improving retention.
 - Enhanced retention strategies and revenue growth through scalable, data-informed solutions.
 - Led cross-functional collaboration to deliver impactful product updates while managing ambiguity in a high-growth environment.
 - Mentored junior PMs, fostering a user-centered, data-driven product culture.

Product Manager
2022 - 2023 (1 year)
New York, New York, United States

- User Journey Optimizations
- Introduced trial experiences and streamlined onboarding flows, improving signup rates and user activation.

- Optimized user journeys through iterative A/B testing and landing page experiments, addressing friction points.
- Partnered with design and engineering to build solutions that tackled ambiguous challenges, balancing user needs with business goals.
- Applied insights from programmatic SEO projects to improve product discoverability and engagement.

Growth Manager

2019 - 2022 (3 years)

New York, New York

First Growth Hire | Foundational Acquisition & Scalable Growth

- Designed and launched foundational acquisition programs (Affiliate, Partnerships), creating scalable systems central to Bubble's growth.
- Spearheaded multi-channel paid strategies, improving performance across platforms like Google and Facebook through targeted optimizations.
- Enhanced lifecycle marketing flows to boost user activation and retention, fostering sustained engagement.
- Developed programmatic SEO initiatives to increase organic traffic and broaden Bubble's reach.
- Played a key role in growing and mentoring the team, aligning acquisition strategies with long-term user engagement goals.

ThriveCash

Growth @ Princeton University

2018 - 2019 (1 year)

Princeton, NJ

- Campus Growth & Adoption: Spearheaded efforts to drive growth and user acquisition for a student-focused financial service startup, increasing awareness and adoption across campus.
- Liaison Between Users & Founders: Acted as the bridge between students and ThriveCash's leadership team, collecting feedback to improve the product and ensure customer satisfaction.
- Partnership Development: Established partnerships with campus organizations, clubs, and extracurricular groups to distribute promotional content and expand ThriveCash's reach.
- Promotional Strategy Execution: Designed and implemented student-targeted marketing initiatives, leveraging on-campus events and peer networks to build trust and drive engagement.
- Customer Advocacy: Supported students in accessing ThriveCash's product offering, no-interest loans, empowering them to fully participate in their college experience without financial barriers.

Plum Alley Investments

Venture Capital Summer Analyst & Researcher

2018 - 2019 (1 year)

Greater New York City Area

- **Market Research Leadership:** Conducted in-depth research into emerging entrepreneurial sectors, including deep-tech, medical breakthroughs, and AI, with a focus on gender-diverse founding teams and impact investing opportunities.
- **Due Diligence Support:** Evaluated business plans and pitch decks by analyzing market scope, scalability, and competitive positioning to support investment screening decisions.
- **Investment Screening & Analysis:** Participated in screening calls and contributed insights to assess founder potential, market fit, and overall deal viability for inclusion in the investment pipeline.
- **Sector Trends & Insights:** Delivered actionable insights on market trends and opportunities to inform Plum Alley's venture strategy and focus areas.
- **Focus on Diversity:** Championed the identification of investments aligned with Plum Alley's mission of supporting gender-diverse founding teams, contributing to the firm's success in fostering inclusive innovation.

Princeton Tiger Challenge

3 years

Design Thinking Project Fellow

November 2016 - 2019 (3 years)

Princeton, NJ

Assist with coaching new Tiger Challenge teams using the Design Thinking process. Maintain the program's social media presence.

Design Thinking Consultant

June 2016 - November 2016 (6 months)

Princeton, NJ

Assisted in the design, development, and testing of the digital tablet application, Scratchwork Tool, with fellow students to improve the experience of long-distance STEM communication among researchers, students, and professors. Conducted stakeholder interviews, employed ethnographic research methods, and led client presentations.

Endeavor Argentina

Business Development & Operations Consultant

2017 - 2017 (less than a year)

Córdoba Province, Argentina

Advanced the Search & Selection process to identify and evaluate high impact Argentinean entrepreneurs. Created client pitch decks, consulted on how to make business process more efficient, and provided general administrative support. Assisted in organization of “Experiencia Endeavor” events in 3 cities (Cordoba, Buenos Aires, and Mendoza) bringing together over 5,000 entrepreneurs, business leaders, and investors. Led mobile app development.

Neural Engineering Group at the City College of New York

Science Research Intern

June 2015 - August 2015 (3 months)

Greater New York City Area

Worked alongside a graduate student on a project focused on developing a skin model for electrotherapy tCDS. Developed virtual 3D skin models using Comsol. Led literary research on topic.

Beth Israel Medical Center

Research Intern

November 2013 - May 2015 (1 year 7 months)

Greater New York City Area

Worked alongside a doctor and NP to investigate the efficacy of a medical drug on patients with genetic abnormalities and epilepsy. Gathered, organized, and input results into their database, and assisted in the analysis of the results.

Education

Princeton University

Bachelor of Science in Engineering - B.S.E., Operations Research and Financial Engineering

Sacred Heart Greenwich
