

C A R L O S C A N A S

DIGITAL OPERATIONS MANAGER AND PRODUCT OWNER

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(647) 376-3987

Profile

Multi-talented Product Owner with an expertise in finding real problems and developing solutions that are valuable, innovative, and successful. Collaborative and decisive with strong communication and interpersonal skills.

Expertise

User Obsessed

Years of experience managing/supporting communities with millions of active users.

Product Management

Keen eye for finding root problems and rallying stakeholders to figure out solutions.

Project Management

Proven ability to lead and manage a wide variety of design and development projects using agile methodologies.

Skills

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|--------------------|---------------------|--------------|-----------|
| • Google Analytics | • User Research | • HTML | • Spanish |
| • Optimizely | • Technical Support | • CSS | • Jira |
| • User stories | • Wireframing | • Javascript | • Trello |
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Experience

Wattpad

Community Support Lead

Jan 2014-present

Trained and led lean team of Specialists to act as the voice of the community with over 45 million users. Also acted as community team's de facto Product Manager to help build out its operational infrastructure and to prioritize top issues faced by users. During my tenure I was successful in accomplishing the following:

- Driven mainly by process improvements, team first response time improved from 50+ to under 24 hours.
- Average Customer Satisfaction rating increased from 80 to 94 percent.
- Developed dashboards to track support metrics and traffic. Leveraged information to inform the Product and Engineering Teams as well as to forecast hiring needs.
- Led various development projects to build features and site improvements to develop the support experience throughout the product.
- Established strong self-help resources to keep request volume steady despite growing userbase.
- Saved hundreds of hours of developer time by writing code for community team needs or teaching co-ops to do so.

Wattpad

Interim Spanish Community Manager

Feb 2014-March 2015

Responsible for managing Wattpad's Spanish community of over 4 million. Duties included but were not limited to: content curation, product translations, engagement with high profile users, providing cultural insights to rest of company.

- Developed scalable program to feature high quality stories.
- Trained and led team of engaged users that are currently moderating content and disputes within the community.
- Increased product translation coverage from 75 to 95%
- Planned and executed on process for translating the support knowledge base.

Wattpad

Community Support Specialist

Feb 2013-Dec 2013

Responsible for providing direct support to Wattpad's community. Duties required direct contact with Engineers to define and escalate issues. Also developed the front-end of Wattpad's support site.

Canadian National Railway

Website Content Specialist

Nov 2012 - Feb 2013

Member of team responsible for testing and the migration of content to new corporate website.

Education

Brainstation - Toronto, Canada

Product Management - Beginning June 2016

Ryerson University - Toronto, Canada

Certificate, Computer Programming Applications

University of Western Ontario - London, Canada

Bachelor of Arts, Economics and Political Science

Online Courses taken

Intro to Computer Science - Stanford

Intro to Mobile Design - Udacity

HTML, CSS, Javascript, JQuery - Code Academy