

DANIELLE BOENISCH

(573) 489-6938 | danielleboenisch@gmail.com | [linkedin.com/in/danielle-boenisch](https://www.linkedin.com/in/danielle-boenisch) | South Jordan, UT 84095

RELEVANT SKILLS

Product Management in SaaS Development

- With six years in product management, I bring expertise in SaaS, integrations, and automation. Successfully increased efficiency, saving over \$10,000 and achieving a 3% conversion rate uplift.

CRM and Marketing Tech

- Five years of experience in CRM and MarTech development and data automation.

Data Integrations

- Skilled in building internal iPaaS and integrating multiple SaaS including Salesforce, Responsys, Genesys, Hubspot, Netsuite, Arrivy, Enerflo and internal SaaS.

PROFESSIONAL EXPERIENCE

Product Manager

2022-2023

AMBIA SOLAR, Provo, UT

- Successfully implemented multiple SaaS and integrations, including Salesforce, Genesys, Arrivy, Enerflo, and Ortto leading to increased efficiency and productivity
- Orchestrated and automated all tech stack integrations, enhancing workflow efficiency & decreasing the manual workload
- Saved company over \$10,000 through in-house IVR flow build

Product Manager

2021-2022

FREEOSK, Salt Lake City, UT

- Developed internal operations applications for engineering, creative and logistics optimizing business deployment, and reducing labor hours across multiple lines of business through user research and roadmap planning
- Led the creation of an automated forecasting model tool, enhancing business optimization and scheduling efficiency

Product Manager - Promotions/CRM

2017-2020

OVERSTOCK.COM, Salt Lake City, UT

- Achieved a 3% increase in new mover conversion rate through implementation of machine learning personalization, optimizing user engagement and sales outcomes
- Built an iPaaS that streamlined data integration setup time from 1 month to mere minutes, revolutionizing customer personalization capabilities and operational efficiency
- Pioneered the development of a SaaS platform that simplified holiday doorbusters pricing, reducing manual workload and error rates
- Managed cross-functional team of product, engineering and UX that oversaw product development from beginning to implementation

CRM Marketing Manager

2016-2017

OVERSTOCK.COM, Salt Lake City, UT

- Improved technical innovation by migrating email service providers including automation campaigns, leading to faster deployment times for email teams

Customer Marketing Manager

2015-2016

NAV, INC., Salt Lake City, UT

- Transformed the email marketing program leading to record-breaking MAU
- Implemented automated programs for customer acquisition and retention, including personalization

Cross-Channel and Automated Email Marketing Manager

2015-2015

OVERSTOCK.COM, Salt Lake City, UT

- Led a high-performing team, achieving a 22% YoY increase in revenue sales

Senior Email Marketing Analyst

2013-2015

OVERSTOCK.COM, Salt Lake City, UT

- Incorporated machine learning and multiple content strategies to increase revenue sales for the Abandoned series by 58% at \$11.8M between 2013 and 2014

EDUCATION

Bachelor of Science, Marketing - University of Missouri, Columbia, MO

2009

Bachelor of Journalism, Magazine Journalism - University of Missouri, Columbia, MO

2009

Coding Bootcamp - University of Utah

Expected 2024

PROFESSIONAL CERTIFICATIONS

Professional Scrum Product Owner I Certification (PSPO I) Scrum.org

2023

Professional Scrum Master I Certification (PSM I) Scrum.org

2023