

**JAVIERA BLANCH**

ECOMMERCE PROJECT MANAGER

**ABOUT ME**

**ACADEMIC BACKGROUND**

2017

**MASTER IN MANAGEMENT**

Woolft College

2011

**ALUMNI**

Y Combinator

Over a 12 year career in tech, working in the United States and Latin America, I have played an essential role in developing and improving a wide range of digital products and services across different industries and business models, from Saas to Digital Media and eCommerce.

**WORK EXPERIENCE**

**CONTACTS**

**ADDRESS**

Albany, NY

**ECOMMERCE PRODUCT OWNER**

CongoBasin INC, Arlington County, VA | 02/2016 – Present

Employing over 1M people, CongoBasin is the largest online retailer in the world. At their Arlington, VA Hub, as a product owner for congobasin.co's Office Electronics department, I have led a multidisciplinary team of 20 software developers, UX designers, and data scientists focusing on:

* The analysis of user behavior and conversion reports along the checkout funnel
* Developing A/B tests using Optimizely and vue.js and overseeing KPIs evolution
* Coordinating all marketing campaigns for the vertical with the Ops. and Marketing teams

During this period, 210 tests have been successfully deployed and 112 new features have been adopted permanently, contributing to a 60% increase in the Global conversion rate YOY.

**PRODUCT MANAGER**

TechBite - California. | 01/2014 - 02/2016

Techbite is the biggest Tech news site in the United States, with over 9M monthly unique visitors. At TechBite I was part of the team that successfully launched BiteBase, their famous directory of startup companies, in 2015.

**PRODUCT MANAGER / CUSTOMER SUCCESS MANAGER**

Rankfor.me - Saas | 2011 - 2014

Startup company providing Saas services for SEO. In the early 2010s, its revolutionary algorithm used AI to analyze semantic web structures and SERPs for over 40M search terms in order to automatically present actionable insights to their webmasters. I was one of rankfor.xyz's first 7 employees, while the company was in YC. In this early stage of the company, I took a hybrid position between Customer Success Manager and Product Manager



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**SKILLS**

Tableau

Mixpanel

Google Analytics 360

Google Data Studio

Notion, Trello