

# Diego dos Santos

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I have 14 years of experience mostly in B2B tech, and I'm passionate about using technology, data, creative storytelling, and a deep understanding of customers' problems to drive business growth.

## Experience

### **Program Manager Consultant, Marketing Content Taxonomies Standardization • 02/2023 – 06/2024**

#### **Dell Technologies** Remote

Responsible for standardizing content taxonomies and metadata across 12+ marketing applications to simplify content creation, improve content findability, and generate new content insights.

- Developed program strategy and plan, aligning with VP and 20 directors across Dell.
- Created and led a Governance Council and program working team, aligning on proposed taxonomy tenets and driving approval for several taxonomies.
- Worked with IT and business stakeholders on requirements and deployment of standardized taxonomies on Adobe DAM and content workflow applications.
- Expanded scope to align with Support and eCommerce organizations on standardized taxonomies.

### **Product Manager Consultant, Conversational Experiences • 03/2021 – 02/2023**

#### **Dell Technologies** Remote

Managed [dell.com](https://dell.com)'s B2B sales live chat, inbound phone, AI-assisted chat bots, and web CTAs, partnering with other PMs, marketing, IT, and sales to improve customer and sales outcomes.

- Increased sales leads rate by 21% and business pipeline by 17% to \$102M/year, by using a mix of AI-assisted chat bots, and launching experiments on chat design, web CTAs, and the Contact Page.
- Reduced manual sales work by automating 90% of the lead-creation process, integrating it with SFDC.
- Saved \$250K annually in vendor costs and improved customer and sales satisfaction by owning the B2B portion of the unification of the sales chat experiences.
- Increased B2B pipeline in Mexico by 8x year-over-year by designing, launching, and optimizing Dell's first local WhatsApp chatbot.

### **Product Manager Sr Advisor, Inbound Sales Chat • 11/2017 – 03/2021**

#### **Dell Technologies** Remote

Managed [dell.com](https://dell.com)'s B2B sales live chat and web CTAs, including the customer and sales agent experience, owning the relationship with marketing, sales, and IT.

- Increased sales productivity by 6% and customer satisfaction by 36% by using data insights and experiments by improving flow for chat users with support and consumer sales needs.
- Developed strategy to consolidate the consumer and B2B chat experiences, using internal data and insights from the redesigned post-chat customer survey.
- Improved performance by 12% by redeploying chat across the site, in collaboration with developers.
- Standardized reporting and defined new KPIs, improving visibility into chat performance & opportunities.

**Social Media Manager, Advisor • 07/2015 – 11/2017****EMC Corporation** Remote

Managed the emc.com social experience for top events and strategic content.

- Grew traffic to emc.com from organic social by 4x by developing and coordinating the implementation of social link previews (Open Graph) for all new and strategic pages.
- Drove 65K visits to emc.com and 40K social engagements from 100K employee social shares by creating EMC's first global employee social advocacy program.
- Increased awareness of and engagement with EMC's top events' content with live tweets/blog and photography, managing UGC, and digital Q&As with execs, while also increasing social traffic to emc.com.

**Social Media Manager, Sr Analyst & Analyst • 06/2011 – 07/2015****EMC Corporation** Santa Clara, CA and Hopkinton, MA

Owned EMC's corporate-level social accounts, managing strategy, content, engagement, proposed content by other social managers; and co-created EMC's internal paid social agency.

- Grew EMC's corporate-level social audience by 4x and engagement by 6x by developing a new content editorial model based on news publications' content practices.
- Co-created EMC's first paid social media program, working with marketers on content best practices, audience targeting, and campaign reporting.

**Product Manager TLDP Intern • 06/2010 – 04/2011****The Hartford Insurance Services Group** Simsbury, CT

Assisted lead PM during a year-round internship to launch The Hartford's first home insurance online RFQ. Collaborated with developers, UX and analysts by mapping requirements, doing research, writing copy, and optimizing the funnel with data automation and dynamic questions to increase conversion.

**Education****B.S. Marketing, concentration in Management Information Systems • 2011****University of Connecticut** Storrs, CT

4.0 GPA, *Summa Cum Laude*

**Skills & Interests**

**Certificates:** Product Manager by Pragmatic Institute

**Skills:** Digital strategy; Stakeholder management; Sales engagement; Lead gen; Experimentation; Data analysis and insights; UAT & launches; Roadmap and backlog management; basic HTML, CSS and Git

**Tools:** Adobe AEM DAM, Adobe Analytics, Adobe Lightroom, ChatGPT, Miro, PowerBI, SFDC, Trello/Kanban

**Languages:** Native Portuguese; conversational Spanish

**Personal interests:** Fitness, outdoor adventures, sourdough baking, personal finance, travel