

STEPHANIE REZAC

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Product Manager | Data Analysis | Agile Product Development | Team Leadership

Growth-minded product manager with 10+ years in various advertising and technical roles with a genuine passion for conducting solutions that deliver significant client value and company impact. Adept at utilizing data-driven decision-making to identify high-impact product plans and design an effective vision that directs optimized development and release processes. Excellent written and oral communicator energized by creating and presenting compelling stories to both technical and non-technical audiences. Excel at leading and inspiring cross-functional teams or working groups to achieve goal attainment. Passionate about mentorship, continuous learning, and knowledge-sharing.

CORE COMPETENCIES

Product Development | Data Analysis & Reporting | Agile Project Management | Customer Relationship Management | Product Prioritization | User Research | Requirements Gathering | Release Management | Stakeholder Management | Platform & SaaS Strategy | Mentorship | Cross-Functional Collaboration | Growth Mindset | Skilled Presenter | Excellent Communicator | Creative Problem Solver | Enthusiastic Learner | Empathetic Listener | Innovative | Adaptable | Curious

PROFESSIONAL EXPERIENCE

Product Manager | Sojern, Omaha, NE

Nov 2016 - Jan 2020

Promoted in November 2016 to become the first product manager for internal operations and data analytics SaaS products, partnered with cross-functional teams of designers, engineers, and business stakeholders to direct product development from start to finish with a strong focus on operational efficiency.

- Developed software solutions that enabled account managers to improve campaign setup throughput by 800%, optimize delivery, and expose upsell opportunities to accelerate growth
- Shipped internal insights product that reduced resource strain on insights team by 50% and enabled account managers to produce on-demand insights to perform strategic campaign analysis with clients
- Spearheaded user research with 100+ internal team members to build a data-driven product strategy and discover user needs which resulted in empathetic, user-centric, and highly-impactful product increments
- Led dual-track agile processes with multiple cross-functional teams and working groups spanning 8 departments to execute new products through strong visions, thoughtful strategies, and continuous product iteration

Dynamic Creative Product, Lead | Sojern, Omaha, NE

Feb 2016 - Nov 2016

Moved into a specialized role to promote growth of dynamic creative products which drove optimized campaign performance and increased campaign revenue.

- Accelerated the product through training, performing technical implementations, guiding improvements, and promotion on key accounts that led to a 30% increase in product implementation across the company
- Collaborated with sales in strategic account meetings to offer solutions that catered to client needs and impacted results

Account Manager | Sojern, Omaha, NE

Aug 2014 - Feb 2016

Uncovered user needs and offered tailored, evidence-based solutions. Performed campaign optimizations, analysis, and review to increase account revenue and reduce attrition. Strong mentor to Account Manager colleagues sharing knowledge and support to up-level the team to meet growth goals.

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- Generated a combined upsell record of more than 18,000%, taking one client from \$30K in revenue to \$3 million
- Strengthened advertising campaigns from pre-sales development and technical setup, to final campaign wrap reports, providing first-in-class client and account service which resulted in a client renewal rate of over 90%
- Acted as a subject matter expert for dynamic creative product involved in education, evangelism, technical implementation, and problem resolution
- Awarded AM of the Quarter in Q2 of 2016

Project Manager | Cognitive Match, Omaha, NE

Oct 2013 - Aug 2014

- Handled the education, technical implementation, and optimization of campaigns with a cross-functional team of designers, engineers, and close client relationships to achieve digital marketing objectives
- Analyzed campaign metrics into actionable reporting insights which informed optimizations, upsells, and renewals that achieved campaign growth goals

Account Executive | Undertone, Chicago, IL

Dec 2012 - Jun 2013

- Partnered with senior account executives on top-tier accounts to grow book of business through strategic selling
- Created tailored product demos and media proposals to address client-specific needs and challenges

Digital Activation Media Associate | Starcom MediaVest Group, Chicago, IL

Jun 2011 - Nov

2012

- Planned all buying and activation of Allstate's national non-auto and local digital advertising campaigns to effectively deliver on campaign strategies
- Developed vendor relationships and continuously learned about various media opportunities to influence digital innovation for Allstate

Digital Traffic Associate | Starcom MediaVest Group, Chicago, IL

May 2010 - Jun

2011

- Implemented technical execution of advertisements and tracking for Allstate's digital marketing campaigns to ensure successful and impactful delivery of advertising initiatives
- Coordinated effective cross-functional collaboration for timely and accurate delivery of digital media plans

EDUCATION

Bachelor of Science, Business Administration - Marketing

University of North Carolina - Wilmington | Wilmington, NC

May 2008, 3.5 GPA