



# STEPHANIE REZAC

## Product Manager

User-centric and empathetic product manager with a proven track record of developing and shipping multiple products and services. Proficient at translating and driving stakeholder needs into solutions that delight users via robust strategy, user and market research, detailed roadmapping, and release management processes. Passionate about mentorship, continuous learning and knowledge sharing.

## CONTACT

- 402 650 2758
- me@stephanierezac.com
- www.stephanierezac.com
- 4725 N 150<sup>th</sup> St, Omaha, NE

## EXPERTISE

- New Product Development
- Project Management
- Release Management
- Relationship Building
- Written Communication
- Oral Communication
- Revenue Growth
- User Research
- Agile and Lean Workflows
- Team Leadership
- Mentorship
- Platform & SaaS Strategy
- Jira and Confluence

## EDUCATION

### Bachelor of Science

Business Administration,  
Marketing

University of North Carolina,  
Wilmington  
2004 - 2008

## EXPERIENCE

### PRODUCT MANAGER

#### DYNAMIC CREATIVE PRODUCT, LEAD

*Sojern / Feb 2016-Jan 2020*

Omaha, NE

Coordinated the cross-functional *strategy and ideation* for multiple internal SaaS products. Evaluated company OKRs and user needs into *actionable KPIs* to uncover growth and efficiency opportunities.

- Increased operational efficiency by **800%** by productizing a 15-step manual process
- Implemented dual-track agile methodology for continuous iteration and feedback
- Worked with leadership and engineering to formulate new software solutions that increased insight of analytics, data, and performance tracking
- Led dynamic creative product through training, technical implementation, and promotion of product usage on key clients, driving optimized campaign performance and increased revenue

### ACCOUNT MANAGER

*Sojern / Aug 2014-Nov 2016*

Omaha, NE

Strategic partner uncovering client needs to create tailored, *evidence-based solutions*. Implemented campaign insights of client contracts to optimize revenue and reduce attrition. *Strong mentorship* experience with Account Manager colleagues.

- Daily monitoring and optimization of campaigns in DCM, successfully achieving client renewal rate of over **90%**
- Generated a combined upsell record of more than **18,000%**, taking one client from \$30K in revenue to **\$3 million**
- Fully managed advertising campaigns from pre-sales development and technical setup to final campaign wrap reports

### PROJECT MANAGER

*Cognitive Match / Oct 2013-Aug 2014*

Omaha, NE

- Analyzed campaign results into actionable reporting insights which informed optimizations and achieved marketing objectives
- Educated clients and assisted in feed-building to create dynamic logic templates
- Managed engineering workflow for implementation of custom logic language

### ACCOUNT EXECUTIVE

*Undertone / Dec 2012-Jun 2013*

Chicago, IL

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

### DIGITAL ACTIVATION MEDIA ASSOCIATE, DIGITAL ADVERTISING TRAFFIC COORDINATOR

*Starcom MediaVest Group / May 2010-Nov 2012*

Chicago, IL

- Executed strategy and activation of Allstate's non-auto and local digital campaigns
- Implemented technical execution of advertisements and tracking through effective cross-functional collaboration for timely and accurate delivery of Allstate's digital campaigns