GABRIELA ALESSIO
Product Strategist

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EDUCATION

MBA, Marketing & Analytics
University of San Francisco
San Francisco, CA
2014-2016

Marketing Certificate
Stanford University
2016

BS, Chemical Engineering
Universidad Iberoamericana
Mexico City, Mexico
2006-2010

SKILLS

Statistics and Data Analysis
SQL, R & Python
Salesforce Marketing Cloud
Adobe Creative Cloud Google
Analytics, Stata
Project Management
Business Strategy
Translation

LANGUAGES

English (Fluent)
Spanish (Fluent)
French (Basic)
Italian (Limited)

INTERESTS

XC Running and Triathlon
Culinary Travel
Ballet & Opera
Architecture
Dystopian Literature (1984)

AWARDS

NSHMBA Scholar // 2014 -2016

Beta Gamma Sigma // 2016
Honors award recipient

ME Awards // 2014
Best Ad Campaign, Adidas Boost

EXPERIENCE

SALESFORCE AppExchange // February 2017 - PRESENT
Product Marketing & Partner Programs Analyst

- Designed new data consumption strategy via WAVE Analytics with integrated JSON dataflows and user friendly dashboards for multiple audiences, resulting in time savings of 48hrs/month of manual imports and actionable items that generated over 1M in the first month of implementation.

GAP INC. // June 2016 - February 2017
Product Marketing Analyst

- Refined digital media strategy by developing audience profiling algorithms resulting in a 35% engagement/action increase in the first week of implementation.

- Coordinated social insights meetings to inform design teams about geo-localized product feedback, competition and trends; results included assortment diversification based on store locations in the US, preventing out of stock and rising sales of particular items (on average 10%).

- Championed the adoption of Social Analytics as key input in the design process.

GAP INC. // June 2015 – Aug.2015
IT Project Management Intern

- Engineered a new portfolio analytics management system adopted for the online sales section across the corporation.

- Worked with engineering team to develop a mobile app that onboarded team members into corporate & in-store roles. Responsibilities included crafting system specifications, identifying operational needs, and developing a localized interface to be utilized by over 40K employees in 90 countries.

ADIDAS GROUP // Jan. 2013 - Dec. 2013
Product Marketing Manager

- Supervised content translation & localization strategy for global line revamp of running shoes for Latin America, helping Adidas become the major trend catalyst for the sneakers and running culture "rebirth".

- Diagnosed market adoption and response to local campaigns through social media analytics and content-testing in key markets.

- Marketed sold-out events ranging from 3,000 to 10,000 people, in two hours, by creating a local influencer-led digital content strategy for each major city within the LatAm launch. (Results: 31% revenue increase in Q4 &17% annual sales increase company-wide.)

INVEX GROUP // Jan. 2011 – Jan. 2013
Account Manager & Credit Analyst

- Designed analytics model to determine product pricing, budget and client acquisition costs/benefits for Mexico's Metropolitan areas. (Results: $75M in revenues.)