

Janiza Gesmundo Corrales

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EDUCATION

New York University , New York, NY Agile Management Certificate	Sep 2021 - Present NYU School of Professional Studies
University of California, Los Angeles , CA Data Science Program	Sep 2021 - Present UCLA Extension Program
City University of New York, Baruch College New York, NY Major: BBA in Computer Information Systems	Jan 2015 - May 2018 Minor: Information Technology and Social Responsibility

PROFESSIONAL EXPERIENCE

Bed Bath & Beyond , Union, NJ <i>Digital Product Manager</i>	Sep 2019 – Mar 2021
<ul style="list-style-type: none">• Product Owner for Product Discovery scrum team. Managed the backlog and onboarded software vendors to integrate machine learning solutions for search and browse experiences that contributed to a +25% lift in online conversion rate YoY.• Launched 50+ features as server-side A/B tests (75% winning rate) on search and recommendation engine algorithm optimization, personalization, data-driven filters and omnichannel initiatives. Documented user stories, use cases, UAT test data and test results.• Decreased customer complaints on search site performance by ~50%. Performed data analysis on user feedback, success metrics, user engagement and usability findings that impacted the roadmap priorities. Translated customer problems into product plans.	
J.Crew , New York, NY <i>Jr. Analyst, Ecommerce</i>	Aug 2018 – Aug 2019
<ul style="list-style-type: none">• Delivered over 70+ backlog items by initializing a separate roadmap from A/B test features and temporary code fixes or hotfixes.• Developed and set up client-side A/B testing using Vanilla JavaScript, DOM manipulation, HTML, CSS and analytics tracking.• Managed CMS campaigns and scheduled promotions for J.Crew Factory. Built reusable HTML & JavaScript code for customer targeting. Conducted ad-hoc analysis for SEO projects using Python and web scraping.	
ViacomCBS , New York, NY <i>Software Engineering Intern</i>	Sep 2017 – May 2018
<ul style="list-style-type: none">• Built an automated cross-browser regression testing tool for Paramount Network and MTV News using Selenium WebDriver.• Wrote test scripts for 20+ web pages to ensure a bug-free transition from a design and DOM tree structure during the site relaunch.	
Michael Kors , New York, NY <i>Digital Commerce & Strategy Intern</i>	Jun 2017 – Aug 2017
<ul style="list-style-type: none">• Developed a solution to reformat tech copy requirements that affected 2,000+ styles by using MS Excel formulas and functions.• Assisted in reporting dashboards, metric analysis, competitive analysis research and reported recommendations to executives.	
PromGirl.com , New York, NY <i>Tech Product Intern</i>	Feb 2017 – May 2017
<ul style="list-style-type: none">• Launched the "Promoscopes" page and designed the initial framework. Developed 15+ responsive category pages for A/B testing. Assisted in HTML, CSS, and JavaScript bug fixing. Conducted UX/UI research on e-commerce design best practices.	
Skip Hop (Carter's) , New York, NY <i>E-Commerce Sales Intern</i>	Aug 2016 – Dec 2016
<ul style="list-style-type: none">• Optimized categorization of 2,500+ products, SEO and merchandising strategies that led to a 98.59% increase in Amazon US sales.	

CERTIFICATIONS, LEADERSHIP & AFFILIATIONS

Scrum Alliance , <i>Certified Scrum Product Owner (CSPO)</i>	Issued Sep 2021
CUNY Tech Prep Coding Bootcamp , <i>Web Developer</i>	July 2017 – May 2018
FUSION at Baruch (Student Organization of the Year Awardee), <i>Marketing Chair</i>	May 2017 – May 2018
The Collegiate Association of Women in Business (Baruch WIB) , <i>Website Manager</i>	Sep 2016 – May 2017

SKILLS

Product Management | Web Development | UX Design | A/B Testing | Data Analytics | Prioritization | Project Management | Jira | Agile Methodologies | Scrum | User Stories | User Acceptance Testing | Software Development Life Cycle | Github | Release Management | QA | REST API Testing | E-Commerce | Site Merchandising | Digital Strategy | User Research | HTML | CSS | JavaScript | React | Node | SQL | Python | Java & C++ Programming | Other Facts: Accomplished a total of 11 internships, fluent in Tagalog and a former competitive dancer.