Jesica Karczewski

Cochrane, AB | 647-376-5447 | [jesicakarcz@gmail.com](mailto:jesicakarcz@gmail.com) | [LinkedIn](https://www.linkedin.com/in/jesicakarczewski/) | [GitHub](https://github.com/jesskarcz) |

**Professional Summary**

Dynamic and results-oriented Senior Performance Analyst & Web Developer with 8+ years of experience in e-commerce development and marketing campaigns execution. Proven expertise in optimizing system performance, implementing data-driven strategies, delivering actionable insights, and providing technical support to business managers.

**Work Experience  
TELUS** | Sr Performance Analyst | 06-2019 to present

• Successfully multitask in the management of diverse Mobility, Home Solutions and Health portfolios, meeting and exceeding expected deadlines.

• Development of large-scale automations, customer journeys, and ad-hoc campaigns using Adobe Campaign. This includes template coding (HTML, CSS, JS), data extraction (SAS), and audience segmentation.

• Build responsive mobile-first email templates for optimal customer experience across all devices, ensuring consistent rendering through QA testing.

• Optimized marketing campaign, increasing customer engagement by 20% through A/B testing and dynamic modules.

• Provide technical guidance to GTM and MarComm teams, promoting best practices.

• Identify automation and journey opportunities to minimize churn and customer fatigue.

• Conduct comprehensive data analysis using SAS Studio and SQL, extracting actionable insights to enhance marketing strategies.

• Partner with GTM, Marketing, Data stakeholders to identify and address operational bottlenecks, streamline processes and to enhance customer experience.

## JUANITAJO | Sr E-Commerce Manager | 03-2016 to 06-2019

• Managed the SDLC process for B2B and B2C E-Commerce platforms (Prestashop, Wordpress), including API integrations.

• Tested, troubleshooted, and fixed front-end and back-end production issues.

• Led the end-to-end development of a B2B platform, defining user stories, roadmap, and priorities.

• Established benchmarks and employed PowerBI reporting to improve sales strategies and drive digital initiatives.

• Defined and monitored quarterly KPIs aligned with company strategic goals.

• Conducted regular market research to identify actionable insights. Analyzed monthly conversion rates and led strategic planning to optimize platform performance.

• Headed the development and execution of email marketing strategies using Salesforce Marketing Cloud, integrated with the e-commerce platform and CRM (Zoho).

• Directed internal and external teams (UI/UX & graphic designers, advertising) to boost e-commerce and social presence, resulting in a 20% increase in brand awareness, engagement, and conversions during the first year.

**LENOVO |** Web Production & E-Commerce Developer |10/2016 to 04/2017

• Responsible for the migration and enhancement for all the websites of Latin America.

• Development and implementation of best-practices following industry standards and Cross-Browsing testing.

• Used different programming languages: HTML, CSS, PHP, .NET and JavaScript and worked with database systems: MySQL and SQL Server.

• Reviewed and analyzed web systems performance.

## BRAINDW | Project Manager & Full-Stack Developer | 08-2014 to 03-2016

• Headed meetings with commercial teams, designers, and developers to optimize e-commerce platform usability, performance, and go-to-market strategies.

• Applied Software Development Life Cycle (SDLC) process for the requirements for an effective e-commerce development.

• Debugged and troubleshooted code, resulting in a 15% reduction in production issues and increased customer satisfaction.

• Designed and developed responsive landing pages and e-commerce templates, ensuring optimal user experience across all devices and browsers.

• Implemented new functionalities through scripts or API integrations.

• Utilized HTML, CSS, PHP, .NET, and JavaScript for development. Worked with MySQL and SQL Server databases. Version control systems such as Tortoise SVP & GitHub.

**Education**

Athabasca University – Bachelor of Science, Major in Computing and Information Systems. Expected Graduation Date: May 2026

Certified Product Owner Scrum Professional (CPOSP) – Six Sigma Global Institute | 2023

Colegio Universitario IES – Graphic Design | 2016-2017, Buenos Aires, Argentina

Front End Developer Certificate – Coderhouse | 2015

# Skills

# Agile & Waterfall Methodology. Project Management. Task Prioritization.

# Data Analysis & visualization: SQL, BigQuery, Python, SAS. Tableau, Looker Studio, Jupyter, Plotly. Development: GitHub. Salesforce, Adobe Campaign. GCP. HTML, CSS, JS, React.js, Node.js.

# Content & Design: Adobe Photoshop, Illustrator, Premier Pro, Figma.