JULIANNA GARREFFA

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EDUCATION

Graduate Certificate in Nonprofit Finance, 2018
Cornell University

Scrum Alliance, 2016
Certified Scrum Master
Certified Scrum Product Owner

General Assembly, 2015
Front- & Back-End Web Development

B.A. in Business, 2011-2014
New York University, 3.9 GPA

AWARDS

1st place team, 2017
Comcast & NBCUniversal Hackathon

SKILLS

Agile Frameworks	★★★★★
Adobe Analytics	★★★★☆
A/B Testing	★★★★☆
UX Testing	★★★★★
SEO	★★★★★
Market Research	★★★★☆
HTML & CSS	★★★★★
JavaScript	★★★★★
JIRA	★★★★★
SQL	★★★★★
French	★★★★★

WORK EXPERIENCE

Associate Product Manager: NBCUniversal, Local News
January 2016 – June 2018, New York, NY
This division runs sites & apps for 32 US NBC & Telemundo local news stations

- Maintain relationships and champion competing priorities for 50+ stakeholders
- Own newsletters product vertical, defining user research & A/B testing strategy
- Leverage KPI trends & market analysis to scope features with tech & UX leads
- Forecast business value of features to strategically plan product roadmap
- Act as scrum team Product Owner, guiding launch of over 22 features to date
- Resolve user story dependencies to increase scrum team efficiency by 1.5x

Notable Projects:
- Launched 3 new Telemundo station sites and apps from ground up
- Integrated live TV streaming and VOD to 18 Telemundo station sites and apps
- Directed expansion of 13 stations onto Apple News distribution channels
- Led newsletters redesign, with editorial automation & integration of 3rd-party content personalization algorithm

Client & Product Strategist: inSparq (division eliminated)
July 2015 – December 2015, New York, NY
inSparq featured trending product recommendations to e-commerce brands

- Defined custom client product optimizations to increase lift revenue 10-15%
- Cultivated 16 client relationships, e.g. Adidas, Bloomingdales, & Sur La Table
- Project managed technical client integration for 8 new clients in agile sprints
- Designed A/B and user tests focused on increasing conversion rate & CTR
- Customized analytics dashboards and trained clients on proprietary platform

Business Analyst, IT Client Solutions: Harry Fox Agency (HFA)
May 2014 – June 2015, New York, NY
HFA is the largest US provider of music licensing and royalty administration

- Assessed technical viability for potential clients, driving $1.2MM new revenue
- Led technical client integration projects resulting in $600k revenue in 1 year
- Created new logic to improve license matching algorithm from 95% to 98%
- Translated business requirements to lead cross-functional project teams
- With knowledge of copyright law and SQL, conducted QA and led client UAT