

## EDUCATION

### Scrum Alliance Certifications, 2016

Certified Scrum Master (CSM)  
Certified Scrum Product Owner (CSPO)

### General Assembly, 2015

Product Management  
Front- & Back-End Web Development

### B.A. in Business, 2011-2014

New York University  
3.9 GPA, Summa Cum Laude

## SKILLS

Agile Frameworks ★★★★★

Adobe Analytics ★★★★★

A/B Testing ★★★★★

UX Testing ★★★★★

SEO ★★★★★

Market Research ★★★★★

HTML & CSS ★★★★★

JavaScript ★★★★★

JIRA ★★★★★

SQL ★★★★★

French ★★★★★

## AWARDS

### 1<sup>st</sup> place team, 2017

Comcast & NBCUniversal  
Hackathon

## WORK EXPERIENCE

### Associate Product Manager: NBCUniversal, Local News

January 2016 – present, 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 a new content distribution channel
- Led newsletters redesign project, including automating editorial process and integrating 3<sup>rd</sup>-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