

EDUCATION

Graduate Certificate in Nonprofit Finance, 2018
Cornell University
(Completion in August 2018)

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

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 – 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 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