

# Krystel Leal

## Project Manager

Palo Alto, CA  
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Green Card Holder / US Permanent Resident

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## Transferable Skills

- Critical Thinking
- Fast and Enthusiastic Learner
- Problem Solving
- Effective Time Management
- Detail Oriented
- Futures Thinking
- Data collection and analysis
- Internacional Environment Experience

## Work Experience

**StartSe**  
Palo Alto, CA

### Project Manager

jan 2022 - Dec 2022

StartSe is an EdTech company, focused on executive and corporative education.

- **Lead a team** of 5 direct staff and manage a large-scale international educational program that generates over USD\$5M in revenue per year.
- Develop end-to-end executive educational programs that are segmented and personalized for B2B and B2C clients by **analyzing data** from CRM software, such as purchase patterns and attitudinal data.
- Managed **cross-functional team and stakeholder communication** and oversaw the development of programs from the beginning to the completion.
- Created and maintained a **knowledge base** that can be used in audits and for all stakeholders.
- **Use of data** from every part of the organization to see how it affects churn (like NPS, CSAT, and product performance/customer experience).
- Liaise with, onboard, and build and **nurture relationships** with faculty, professionals, partners, and companies in Silicon Valley, Europe and Israel.

**Gallaudet University**  
Washington D.C.

### Web Project Manager

Dec 2020 - Dec 2021

Gallaudet is the only university in the world where students live and learn in American Sign Language (ASL) and English.

- Created and executed project work in connection with a complete redesign of the website and user experience. This included supporting and reviewing the development of **project scoop** and direct participation in the production team.
- Utilized **WordPress** development, various plugins and scripts, web applications, and language, including **HTML, CSS, JavaScript, jQuery, and PHP**.
- Followed all the **accessibility standards** so that everyone, including deaf and hard of hearing people, could have an inclusive digital experience.
- Followed specific design pieces from **Adobe XD and Figma** and worked closely with design, SEO and marketing teams for web implementation.
- Ensuring that **project documents** were complete, current and appropriately stored.
- Worked with several **internal and external stakeholders**, such as faculty, staff and administration, to establish the vision and analyze tradeoffs between usability and performance needs.

Self-  
Employed  
Remote

## Marketing Strategist - Freelancer

Jan 2015 - Dec 2020

I've worked with clients in Portugal, France, Brazil, and the US, both B2B and B2C companies. I used my academic experience in Media and Communications, along with my knowledge in Digital Marketing and Technology, to **identify key problems and needs** for clients like Logo Seguros (one of the biggest insurance companies in Portugal), or Rebento (online e-commerce).

- Used tools like Ahrefs or Semrush to capture **market data**, then cross that data with internal data to develop strategic foresight and reports for clients.
- Worked on **marketing strategies** for entrepreneurs, freelancers launching new products, and small businesses such as e-commerce and travel agencies.
- Wrote hundreds of articles and other pieces with a focus on **SEO** and generating organic traffic.
- Specialized in **front-end development** using WordPress and created dozens of websites, personal blogs and e-commerce projects.

## Education

2019 - 2020

Palo Alto, CA

### Specialization on Futures Thinking

Institute For The Future

2010 - 2016

Paris, France

### B.A. in Communications and Media Studies

Université Sorbonne Nouvelle - Paris 3

## Certifications

2021 - Present

### Professional Certificate on Project Management

Google

2021

### Innovation and Futures Thinking Methodology

Professional Certification by Aerolito

2015 to 2017

### SEO, Content and Inbound Marketing

Multiple certifications from Hubspot, Moz and Rock Content

## Others

Native

Fluent

Portuguese and French

English