

KRYSTEL LEAL

Product Manager

Palo Alto, California

Green Card Holder / US Permanent Resident

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SUMMARY

A passionate digital web product manager with over 6 years experience in project and development. Known for my hardworking ethic, futures thinking and fast learning.

WORK EXPERIENCE

PROGRAM MANAGER

StartSe - Palo Alto, CA

Jan 22 - Dec 22

StartSe is an EdTech company that focuses heavily on exponential technologies.

- Managed the development of B2B and B2C educational products that strategically connected C-levels from LATAM to the technological ecosystems of Silicon Valley, Israel, and Portugal, which involved more than 1200 students in one year.
- Led the international team of 5 direct staff and oversaw the international education program, which generates more than \$5 million in revenue per year.
- Managed cross-functional team and stakeholder communication across multiple regions and timezones, and oversaw product development from inception to delivery.
- Set up feedback campaigns and Google DataStudio dashboards to identify product features that correlate with customer attrition, leading to proactive interventions that increased NPS by 10 points.

WEB PROJECT MANAGER

Gallaudet University - Washington D.C.

Dec 20 - Dec 21

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.
- Ensured the quality and SEO on deliverables and followed all the accessibility standards so that everyone, including deaf and hard of hearing people, could have an inclusive digital experience.
- Worked with several key stakeholders, such as faculty, staff and administration, to establish the vision and analyze tradeoffs between usability and performance needs.
- Ensured that project documents were complete, current and properly stored.

MARKETING STRATEGIST

Self-Employed - Remote

Jan 15 - Dec 20

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 B2B and B2C customers in France, Portugal, Brazil and the US.

- 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.
- Implemented JSON-LD structured data to improve rich snippet results.
- 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 & CERTIFICATIONS

PROFESSIONAL CERTIFICATE IN PROJECT MANAGEMENT

Google

2022 - In Progress

SPECIALIZATION ON FUTURES THINKING

Institute For The Future - Palo Alto, CA

2020

B.A. IN COMMUNICATIONS AND MEDIA STUDIES

Université Sorbonne Nouvelle - Paris, France

2016

LANGUAGES

FRENCH

Native

PORTUGUESE

Native

ENGLISH

Fluent