

Krystal Leal

Product Manager

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Work Experience

StartSe

Palo Alto, CA

PMO Manager

Apr 2022 - Dec 2022

StartSe is an EdTech company, focused on executive and corporate 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.
- Manage multiple programs from start to finish, working with different **timelines and dependencies**.
- Work with **key stakeholders** to understand company needs and create a program management plan that aligns with the client's objectives.
- Keep a **knowledge base** that will be used in audits and for all stakeholders, as well as give everyone a broad overview of how the organization works.
- **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.
- Establish and implement **short and long-range goals**, objectives, policies, and operating procedures.
- Monitor and evaluate **operational effectiveness** and the changes required for improvement.
- **Drive coordination** with internal teams and external partners.

Project Manager

Jan 2022 - Dec 2022

Gallaudet
University
Washington
D.C.

Web Developer 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

2022 - In Progress

Remote

Professional Certificate on Project Management

Google

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

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

Transferable Skills

- Critical Thinking
- Problem Solving
- Fast and Enthusiastic Learner
- Effective Time Management
- Detail Oriented
- Adaptability
- First-Principles Thinking
- Futures Thinking
- Excellent communication and writing skills
- Data collection and analysis
- Internacional Environment Experience