

## Experience

### American Express | Product Director - Global Web Experiences, Consumer Growth and Acquisition

SEPTEMBER 2020 - PRESENT, NEW YORK, NY

- Leads and mentors product team of 12 Product Managers & Analysts across NY & London; focused on new acquisition, site optimization, and retention efforts across 20 proprietary markets' web experiences - supporting over 68M+ yearly visitors, ~17% YOY growth and influencing over 50% of all digital acquisitions
- Establish and align product strategy & vision for Consumer Acquisition web experiences across 25+ cross-functional stakeholder teams; influencing roadmaps & outcomes amongst regional & market leads, most notably business partners across US, UK, Mexico, Spain, Argentina, Canada, Japan, and Australia
- Drive engineering alignment & approach to scale consistency across markets and flexibility to localize experiences based on regulatory and market nuances across Credit Card, Loans, and Banking portfolios
- Empowers team to blend qualitative and quantitative data in partnership with Analytics, UXR & Design teams to illuminate journey friction points, and identify experimentation opportunities and improvements
- Introduced processes to establish Web Content Accessibility Guidelines and remain WCAG 2.1 compliant across acquisition portfolio of over 200+ individual web pages

### American Express | Senior Product Manager - Enterprise Platform, Acquisition Experiences

NOVEMBER 2017 - AUGUST 2020, NEW YORK, NY

- Led a team of 2 Product Analysts & a cross-functional scrum team tasked with establishing page performance standards and driving strategy for a unified web acquisition platform
- Managed platform backlog tasks, ranging from streamlining APIs to refactoring front end components to optimize user experience and focus on code reusability, while supporting 53M+ unique visitors globally
- Instituted design & code standards to streamline development, and creative process across 6 scrum teams amongst UX and Technology teams by building a collaborative Front-End component library
- Partnered with Analytics and Data Science teams to standardize reporting and tracking implementation

### American Express | Product Manager - International Web Experiences, Consumer Growth

NOVEMBER 2015 - OCTOBER 2017, NEW YORK, NY

- Led feature development & strategy for credit bureau integration in the UK, allowing users to check their credit eligibility prior to applying for a credit card, increasing conversion rates by 28%
- Oversaw a team of 2 associate product managers responsible for back end capabilities backlog, including site-wide personalization, dynamic content, and a content management tool
- Developed site personalization capability in UK and AU web experiences, driving 23% lift in billings
- Partnered with experience optimization team to determine site A/B testing strategy, and prioritized building out winning variants post experiment analysis & validations across 18 international markets
- Supported release planning and coordination along with User Acceptance Testing and QA efforts

### Zenith Media | Digital Media Analyst

JULY 2014 - OCTOBER 2015, NEW YORK, NY

- Partnered with cross-functional teams to determine digital media strategy for client campaigns, and incorporated first and third party data to deliver ongoing campaign reporting & insights
- Enabled data feeds and ad hoc data ingestion into Qlikview dashboards for near real-time reporting
- Consulted client on Ad-Tech (DCM) migration from agency to proprietary instance

## Education

### The University of Texas at Austin | Bachelor of Science, Advertising

- Moody College of Communication - Texas Media & Texas Interactive Tracks
- Red McCombs School of Business - Business Foundations Certificate
- Elements of Computing - Computer Science Certificate

## Skills

**Product:** JIRA | Confluence | Prioritization | Product Roadmap | A/B/n Testing | User Experience | SEO  
**Analytics:** Adobe Analytics | Google Analytics | QlikView | Ensign | Telium  
**Technical:** Python | SQL | HTML | CSS | Javascript | PowerPoint | Word | Excel  
**Language:** English | Spanish