

Experience

American Express / Senior Product Manager - Enterprise Acquisition Website

NOVEMBER 2017 - PRESENT, NEW YORK, NY

- Leads a team of associate product managers & a cross-functional scrum team tasked with establishing page performance standards while driving the strategy for a unified acquisition platform
- Manage platform backlog, ranging from streamlining APIs to refactoring front end components to optimize user experience and focus on code reusability, while supporting 450,000 + global daily users
- Instituting design standards in partnership with UX team, in order to maintain consistent experiences across global sites, by building an internal component library that is being leveraged by 6 teams
- Partners with Analytics and Data Science teams to standardize reporting and tracking implementation

American Express / Product Manager - International Consumer Acquisition Website

NOVEMBER 2016 - 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 percent
- Initiated global focus on page performance across product teams and led optimization efforts across international markets, yielding improvements of 35 percent faster load times
- Partnered with data science teams to enable real-time data feeds to inform personalization models
- Oversaw a team of associate product managers responsible for back end capabilities backlog, including site-wide personalization, dynamic content, and a content management tool

American Express / Associate Product Manager- International Consumer Acquisition Website

OCTOBER 2015 - NOVEMBER 2016, NEW YORK, NY

- Developed site personalization capability across UK and AU web experiences, that drove incremental billings lifts of 23 percent
- Reported ongoing progress against acquisition goals & KPIs across 18 international websites
- 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

AUGUST 2010 - MAY 2014, AUSTIN, TX

- 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 Testing | User Experience

Analytics: Adobe Analytics | Google Analytics | QlikView | Ensign | Telium

Technical: Python | SQL | HTML | CSS | Javascript | PowerPoint | Word | Excel

Language: English | Spanish