

## 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 enterprise platform,
- Manage platform backlog which includes, streamlining APIs and 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, to keep consistent designs across global acquisition sites by building a global component library that can be leveraged by internal 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 sitewide 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