**JAVIERA BLANCH**

Ecommerce Project Manager



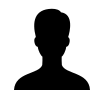
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**EXECUTIVE SUMMARY**

**LANGUAGES**

Over a 12 year career in tech, working in Latam and the United States, I have played an essential role in developing and improving a wide range of digital products and services across different industries and business models; from Saas, to Digital Media and Ecommerce where I have found my biggest passion. Paying close attention to user feedback, spot user behavior patterns, and iterating from there has always been my motto.

Spanish

English



**HARD SKILLS**

**WORK EXPERIENCE**

Tableau

**CongoBasin INC, Arlington County, VA | 02/2016 – Present**

**Ecommerce Product Owner**

Employing over 1M people, CongoBasin is the largest online retailer in the world. At their Arlington, VA Hub, as a product owner for congobasin.co's Office Electronics department, I have led a multidisciplinary team of 20 software developers, UX designers, and data scientists

Mixpanel

Analytics 360

Data Studio

Zendesk

Notion, Trello

**TechBite - California. | 01/2014 - 02/2016**

**Product Manager**

Techbite is the biggest Tech news site in the United States, with over 9M monthly unique visitors. At TechBite I was part of the team that successfully launched BiteBase, their famous directory of startup companies, in 2015. As a BiteBase team member I Designed BiteBase premium plan features along with a small team of 2 UX designers and 2 Front-End Developers.

**SOFT SKILLS**

* Budgeting and forecasting
* Project scheduling
* Lean Startup Thinking
* Agile Software
* Scrum Management
* Meeting moderation
* Goal and conversion tracking

**Rankfor.me - Saas | 2011 – 2014**

**Product Manager**

Startup company providing Saas services for SEO. In the early 2010s, its revolutionary algorithm used AI to analyze semantic web structures and SERPs for over 40M search terms in order to automatically present actionable insights to their webmasters. I was one of rankfor.xyz's first 7 employees, while the company was in YC. In this early stage of the company, I took a hybrid position between Customer Success Manager and Product Manager



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**Master in Management | 2017**

Woolft College

**YC alumni | 2011**

**Business & management | 2003 – 2006**

Universidad de los Andes Bogotá

**ACADEMIC BACKGROUND**



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