**JAVIERA BLANCH**

Ecommerce Project Manager

**Resumen Ejecutivo**

Over a 12 year career in tech, working in the United States and Latin America, 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. The motto that has driven my work all these years in tech hasn't changed: Paying close attention to user feedback, spotting user behavior patterns, and iterating from there.



Albany, NY

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**LANGUAGES**

**WORK EXPERIENCE**

English

**06/2011 - 01/2014 Product Manager / Customer Success Manager Rankfor.me - Saas**

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

**02/2016 – Present Ecommerce Product Owner**

**CongoBasin INC, Arlington County, VA**

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.

**01/2014 - 02/2016 Product Manager**

**TechBite - California.**

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.

Spanish

French

**SKILLS**

Tableau

Mixpanel

Analytics 360

Data Studio

Notion, Trello

Intercom

**CERTIFICATES**

PMPs - Project Management Institute

CAPMs - Project Management Institute

Search Campaigns - Google Ads



Shopping Campaigns - Google Ads

**ACADEMIC BACKGROUND**

Advance Google Analytics - GA Acacemy

**HOBBIES**

**2017**  **Master in Management**

Universidad de Deusto

**2011 YC alumni**

**2003 – 2006 Business & management**

Universidad de los Andes Bogotá

