

JAVIERA BLANCH

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Ecommerce Project Manager



PROFESSIONAL SUMMARY

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.

ACADEMIC BACKGROUND

**Master in Management**

Woolft College

2017

**YC alumni**

2011

**Business & management** Universidad Gonawindua

2003 - 2006

WORK EXPERIENCE

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

CongoBasin INC, Arlington County, VA

mploying 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 focusing on:

* The analysis of user behavior and conversion reports along the checkout funnel
* Developing A/B tests using Optimizely and vue.js and overseeing KPIs evolution
* Coordinating all marketing campaigns for the vertical with the Ops. and Marketing teams

During this period, 210 tests have been successfully deployed and 112 new features have been adopted permanently, contributing to a 60% increase in the Global conversion rate YOY.

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

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. 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
* Measured performance and proposed iterations to improve user experience and the main business KPIs

**Rankfor.me - Saas 06/2011 - 01/2014**

Product Manager / Customer Success 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 where I:

* Implemented Zendesk's help center and substantially improved customer relationships
* Collected and filtered early adopter users' feedback
* Presented users' requests for new features to the company's board
* Managed the features pipeline along with design and development teams

When I left rankfor.xyz, the company had reached 5M in revenue and had over 50 employees.

CERTIFICATIONS

* PMPs - Project Management Institute
* CAPMs - Project Management Institute
* Search campaigns - Google Ads
* Shopping campaigns - Google Ads
* Advanced Google Analytics - GA Acacemy

COMPL. EDUCATION

* Git and GitHub professional course - **Platzi**
* Design Thinking with Minds Garage - **Platzi**
* Illustration for Digital Products - **Platzi**
* Basics of Web Development - **University of Michigan on Coursera**
* Programming Foundations by Coursera - **Duke University on Coursera**
* HTML CSS JavaScript course for Web Developers - **Coursera**

SOFT SKILLS

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

**Customer Success manager 02/2008 - 12/2010**

Recorriendo.la

Bus online ticketing marketplace with over 2M monthly unique users. Recorriendo.la is the market leader in Colombia,

Ecuador, and Peru. During my senior year in college, I joined recorriendo.la's team as a customer relationship agent intern, and I automatically fell in love with their product, team of pioneers, and mission: Transforming the most widespread means of intercity transportation in Latin America, and a very traditional sector moving > 200M passengers annually into a more efficient, seamless experience through technology. After 2 years in the customer services team, where I learned a lot, I was offered the possibility to be the company's first Customer Success Manager,

where I:

* Designed new features based on both user and operations needs
* Implemented an online ticketing system to help bus companies effectively manage issues with their users
* Integrated multiple chat and user experience survey systems with the online ticketing system I implemented

**Agente de Servicio al cliente 05/2006 - 01/2008**

Recorriendo.la

As a CSA intern I:

• Worked with email, chat, and phone customer support.

• Reported issues and follow-up with the tech team.

• Designed and conducted customer satisfaction surveys and presented results to the board.