**Exectuve summary**

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. The motto that has driven my work all these years in tech hasn't changed: Paying close attention to user feedback, spot user behavior patterns, and iterating from there.



**Academic background**

2017 - **Master in Management** - Woolft College

2011 - Alumni - **YCombinator**

2008 - Business & management - **Universidad de los Andes Bogotá**

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**Courses I have recently enjoyed**

Professional Git and GitHub course - Platzi

Design Thinking course 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

**Certificates**

PMPs – P. Management Institute

CAPMs – P. Management Institute

Search campaigns - Google Ads

Shopping campaigns - Google Ads

**Hard Skills**

Tableau

Mixpanel

Google Analytics 360

Notion, Trello…

Zendesk, intercom…

**Languages**

English

Spanish

French

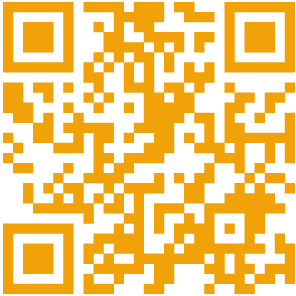
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Visit my online CV by scanning the QR code:



[**https://cvonline.me/@javiera-blanch**](https://cvonline.me/@javiera-blancht)

**Work. experience**

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

**CongoBasin INC, Barcelona**

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 focusing on:

• Analysis of user behavior and conversion reports along the checkout funnel

• A/B testing using Optimizely and vue.js and overseeing KPIs evolution

• Coordinating all marketing campaigns for the vertical with Marketing

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, Palo Alto, CA**

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

Ecommerce

Project Manager

JAVIERA BLANCH