

Marriel (Mars) Lepana-Rabinovich

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Experienced in product management, business analysis, & system implementations. Delivered strategic solutions & products for both B2B & B2C technology companies. Managed cross-functional teams for successful & timely project completions. Knowledgeable in a wide range of product portfolios.

Professional experience:

Nov 2020 – Present – PRODUCT MANAGER “Kraftora” (New York)

- Conducted market and UX research for the online marketplace.
- Incorporating user feedback and feature requests into product roadmap.
- Managing change request implementations & testing with the product & tech teams.
- Analysing product engagement (Google Analytics / Hotjar) & marketing campaign effectiveness.

June 2018 – April 2021 – TECHNICAL PRODUCT MANAGER “Manulife Financials” (Singapore)

- Customer facing role, facilitating external clients on the banking-insurance stream.
- Facilitated cross-functional squad (engineering, product, QA) in Asia for an enterprise B2B system.
- Managed KYC, Risk Profiling & regulatory requirements for banking-insurance products.
- Facilitated prioritization & Sprint activities to align to the Agile methodologies.
- Devised user stories for the analytics & point-of-sales (POS) of the banking-insurance group.
- Involved in data-driven decisions on system changes and new product launches.
- Supported implementations and post-production issues.
- Saved ~ 66% of operational costs by migrating 28 products to the new in-house POS (iOS).
- Worked with Corporate & Product Team to reduce product to market launch by 30%.

May 2017 – 2018 – TECHNICAL PRODUCT MANAGER “Tekkultura” (Consultancy-Remote)

- Start-up co-founder, oversaw negotiation of vendor contracts.
- Managed multiples technical projects in parallel for B2B and B2C technologies.
- Directed functional and UX design for mobile and web-based (SaaS) apps.
- Captured requirements and presented project status to local and international clients

Nov 2014 – 2017 – BUSINESS AND FUNCTIONAL ANALYST “Deutsche Bank” (Philippines)

- Facilitated all activities for data and system migration for global finance users.
- Analysed reports and stored procedures (.Net & Oracle) to re-align to the new data model.
- Designed UI & process workflows for analytics & reporting tools of the Credit & Risk teams.
- Created functional specs and production of detailed specs (PRDs).

2013 – Nov 2014 – SOFTWARE ENGINEER (Cobol, IBM Database 2, CICS) “JP MORGAN (Philippines)”

- Supported systems changes and production issues for the investment banking back-office team.

May – Nov 2013 – SALESFORCE ANALYST “77 Global Services” (Philippines)

- Configured custom tables & process workflows in Salesforce CRM for a new Recruitment Module.

Education:

2017 – International Program & Project Management, PMAJ (Tokyo, Japan)

2008 – 2013 – BS in Industrial Engineering, University of the Philippines Main (Top Philippine University)

Certifications:

2020 – Introduction to UX Design and Prototyping – General Assembly (Singapore)

2019 – Agile & SCRUM Master Certificate of Proficiency – Manulife Financials (Singapore)

2014 – Introduction to Finance, Investment Banking & Anti-Money Laundering - 77 Global Services (Philippines)

Relevant Tools: Advance Excel, SQL, JIRA, MIRO, Figma, Power BI, Google Analytics, Salesforce CRM

Languages: English (Native), Filipino (Native), Hebrew (Basic)