Dominik C. Neal

Dallas-Fort Worth Metroplex

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EXPERIENCE

Ralph Lauren Corporation   **July 2022 - Present**
Product Manager, Personalization AI/ML
- Lead monthly stakeholder management alignment meetings and discovery sessions for NA, EMEA, and APAC
- Lead and collaborated with a team of architecture developers, data analysts, and designers to build new product recommendation experiences in multiple areas of the company's website
- Launched a 0-1 digital purchase experience in the NA, EMEA, and APAC regions that increased user engagement by 20% and generated $1.5 million in incremental revenue in 3 months
- Ideated A/B tests for product recommendations at the cart level that generated $33 million in incremental revenue
- Collaborated with the architecture teams to build data pipelines between the CDP, SFCC, Data Lake and more to provide improved product recommendations to customers throughout the user journey

Neiman Marcus Group   **March 2021 - July 2022**
Associate Product Manager, Mobile
- Launched 0-1 mobile app product that provided an assortment of customer benefits and purchase experiences for users
- Ideated a chat experienced that gave users the ability to purchase items through Mobile Chat that increased AOV by 45%
- Shipped Checkout, Mobile Chat, PDP, and Search Experiences throughout the App
- Led discovery, user story writing, and go-to-market strategies for the mobile app teams

Kubota Corporation (*Contract Opportunity*)   **June 2020 - February 2021**
Business Systems Analyst
- Led an implementation of a new insurance and product leasing system that generated $100 million in revenue for the company and supported UAT
- Performed and competitive analysis on industry trends and customer behavior
- Actively used Salesforce CRM in order to upload data csv files, create reports, and custom objects

Huntington National Bank   **July 2017 - February 2019**
Business Analyst
- Influenced business decisions by creating statistical analysis reports and dashboards to manage call center scheduling through Tableau software
- Gathered business requirements using Jira and reviewed requirements with stakeholders before development and UAT
- Used Salesforce Community Cloud to filter customer data from product data

SKILLS

CRM	CDP	Monetate	Recommendations
Data Lake	Tableau	Stakeholder Management	Machine Learning
Data Analytics	User Research		A/B Tests

EDUCATION

University of Dallas Satish & Yasmin College of Business
Master of Business Administration
GPA: 3.7

University of Michigan- Flint
Bachelor of Arts: Business Administration