JACQUELINE POLANCO

DIGITAL PRODUCT MANAGER | CONVERSION RATE OPTIMIZATION

PROFESSIONAL SUMMARY

- Bilingual professional with over 15 years of experience leading digital marketing projects and product strategy to drive growth and accelerate business results.
- Mix of the creative problem-solver who loves to brainstorm innovative ideas, come up with out-of-the-box solutions that customers need, and the analytical mind who enjoys diving into stats to make the right product decisions.
- Proven track record of increasing revenue by developing global customer acquisition strategies and ideating innovative features with a deep understanding of customers' needs.
- Vast experience fostering collaborative and supportive teams, helping them discover better ways of developing software, build healthy relationships, and communicate effectively.
- Advocate for continuous learning with exemplary storytelling skills, and strong communication and presentation skills.

GET IN TOUCH

- 760-845-5639
- jacquie@polancosoto.com
- polancosoto.com
- twitter.com/digitalpolanco
- linkedin.com/in/jepolanco

KEY SKILLS

- Digital Product Development
- Product Strategy & Execution
- Digital Marketing
- AB Testing & Experimentation
- Go-to-Market Strategy
- Agile Methodologies
- Project Management
- Scrum & Kanban Frameworks
- Decision Making
- Problem Solving & Critical Thinking
- Cross Functional Team Leadership
- User Experience Strategy & Research
- Influence & Negotiation
- Customer / Market Research
- Public Speaking

WORK EXPERIENCE

PRODUCT MANAGER, CONVERSION RATE OPTIMIZATION
Hear.com | 2020 - Present

Define North America's website product vision, roadmap, and growth opportunities. Focused on website performance and optimization to improve user experience, drive lead generation, and maximize conversion rates through rigorous planning/testing, UX research through qualitative and quantitative methods, and data analysis.

- Identified product gaps via user research and analytics tools and led design of new features across engineering and design, growing appointments from leads of +13%, subsequently sales increased by +29%, and revenue increased by +16%.
- Improved transparency and communications globally by setting up a cadence of knowledge sharing from when a test starts when the analysis has completed ensuring teams are aware of results no matter their outcome.
- Led a team of three developers, one QA engineer, and one CRO analyst to launch new customer-facing products that can elevate business performance and increase revenue.
- Work closely with stakeholders to plan and prioritize product features and development according to business value or ROI across global markets.
- Manage the end-to-end optimization testing process for sprint items, including prioritization, requirements gathering, test implementation, measurement, and next-step recommendations to drive measurable increases in conversion rates and revenue.
- Collaborate with creative team and developers to build A/B and multivariate tests.
- Perform surveys and customer research research to identify conversion improvement opportunities.

DIGITAL PRODUCT & SCRUM MASTER
Royal Caribbean Cruises | 2020

Serve as the voice of consumers by developing best-in-the-industry e-commerce projects for the Royal Caribbean website.

- Define product vision, roadmap, go-to-market strategy, and growth opportunities for our e-commerce site.
- Launch new customer-facing products that can elevate business performance and increase revenue.
- Manage day-to-day technical and design direction.
- Partner with management to drive global e-commerce initiatives through the product lifecycle, and identify value, risk, strategy & approach.
- Influence stakeholders to plan and prioritize product features and development according to business value or ROI across global markets.
- Understand markets, competition, and user requirements in depth.
- Work collaboratively with engineering, marketing, legal, UX, etc. on cutting edge technologies to address product related questions and technical challenges.
- Lead agile scrum teams consisting of overseas agencies, in-house developers, business analysts, engineers, QA leads, etc.

SENIOR PAID MEDIA EXECUTIVE
Celebrity Cruises | 2015 - 2020

Responsible for planning and executing the traditional and digital paid media strategy of the Celebrity Cruises brand in the North American market.
- High-level tactical planning and oversight of a $35M+ budget.
- Keep abreast of new technology, always finding new partnerships or tools to improve strategy and results.
- In 2019, successfully launched "what's best for the guest," the first Facebook Messenger Chatbot in the cruise industry, increasing engagement by 46%.
- Developed strategic media plans in 2018, resulting in a 119% increase in revenue, a 111% increase in bookings, and a 170% increase in traffic to the website vs. 2017.
- Lead several mar-tech projects that have been first in this industry and increased our ROI, significantly generating millions in web revenue.
- Implemented dynamic ads strategy with display ads generating over $44 ROAS in 2018.
- In 2016, launched first in its industry Facebook's dynamic ads, achieving a 3X increase in online bookings and a $15.20 ROI. Work was featured as a Facebook Business Success Story.

SOCIAL MEDIA MANAGER
La Concha Resort | 2014 - 2015

Lead and managed the social media & online reputation strategy for the resort and their wedding venue by creating and establishing the brand's social media presence with innovating and trendsetting campaigns, content, and initiatives.
- Lead the social media influencer strategy for the brand, partnering with famous personalities to promote the hotel.
- Increased social media Facebook engagement significantly by 200% and followers from 10K to over 60K (+500% increase).
- Created an Instagram page and grew to over 10K followers organically.
- Increased Twitter followers from 2K to over 5K (+150% growth).
- Online reputation improved from a 4.1 to a 4.7 on TripAdvisor.

MULTIMEDIA & ENCODING PRODUCER
Liberty of Puerto Rico | 2012 - 2014

Responsible for all interactive & multimedia advertising, including authoring, coordinating & reporting of the email marketing program, Info Ads & AdWidgets.

INTERACTIVE TEAM LEADER
The San Diego Union-Tribune | 2009 - 2011

Developed high-impact digital marketing strategies to target new business opportunities and new markets that increased conversion rate for clients by over 10%.
- Oversight of north county online sales division with a 12-member local sales team.
- Developed integrated media strategy, including traditional and digital marketing initiatives that increased sales over 150% from previous years.
- Trained sales & management team to be knowledgeable and proficient in presenting digital product portfolio.
- Managed comprehensive campaigns to increase brand awareness and boost web traffic via PPC, Mobile, Social Media & SEO.

SENIOR ACCOUNT EXECUTIVE, ONLINE ADVERTISING SALES
Editora Listin Diario | 2006 - 2008

Created digital strategies to assist sales executives and motivate more significant deals.
- Oversight of agency online sales division with a 6-member media agency account executives' team.
- Increased sales over 120% from previous years and doubled sales per representative in the agency division.