# RACHEL MARRON

Experienced Project Manager | UX Passionate

## CONTACT ME

Phone: (949) 370-2655
Email: racheldmarron@gmail.com
LinkedIn: linkedin.com/in/rachelmarron
Orange County, CA

## ABOUT ME

A dedicated eCommerce professional with a passion for enhancing UX through technical solutions. Facilitating operational excellence, my strengths include project management, cross-functional communication, and working with engineering teams to ensure a quality product experience.

My goal is to use my experience in product marketing, human behavior, and software engineering to manage products that better people's lives.

## SKILLS

Project Management
eCommerce Management (Shopify + SFCC)
Quality Assurance
Product Marketing
UAT + E2E Testing
Jira
Market Research
Product Launch
HTML, CSS + JavaScript
User Experience (UX)
Product Management
Content Management
Microsoft Office
Cross Functional Team Leadership
Design Thinking
Process Improvement
Strategic Communication
Organization
Teamwork

## CAREER EXPERIENCE

### QUALITY ENABLEMENT ASSOCIATE TESTER- MOBILE APP
**IBOTTA, FEBRUARY 2022- PRESENT**

- Managed weekly manual regression test cycles to ensure quality UX experience on DTC mobile app
- Owned QE process for multiple Engineering teams to ensure code releases and app updates were up to quality standards
- Reported and prioritized bug tickets through Jira
- Attended Engineering stand-ups, bug bashes, and backlog grooming to ensure communication between QE, Engineers, Product Managers, and other stakeholders
- Worked with other QE's to refine test suites to ensure new app features were tested thoroughly and accurately
- Member of the Voice of the Saver committee to advocate for savers by managing social media forums, focus groups, and communicating findings to leadership

### ECOMMERCE PROJECT COORDINATOR
**NIXON, APRIL 2021 - FEBRUARY 2022**

- Created and managed global eCommerce briefs for on-site assets such as promotions, product launches, homepage updates, and UX enhancements
- Held meetings with Creative, Digital Marketing, Merchandise, and Sales in order to ensure alignment on user acquisition and retention
- Worked closely with QA Engineer to ensure all promotions, season launches, and integrations passed standards set by UX research and brand guidelines
- Completed UAT, end-to-end and QA testing for site migration from Salesforce to Shopify
- Logged tickets in Jira and worked with Engineering to ensure all site bugs and optimization projects were completed in respective sprints
- Responsible for creating all CMS content for Nixon US, Nixon Europe, Nixon Canada, and Nixon Japan
- Partnered with Digital Leaders and outside agencies to ensure successful and timely Shopify launch
- Managed all on-site promotions and reported financial performance to drive yearly DTC omni-channel calendar
- Built new on-site pages and content updates using HTML and CSS

### PRODUCT MARKETING COORDINATOR
**SPEEDO, NOVEMBER 2019 - APRIL 2021**

- Managed the successful completion of over 200 projects to deliver timely and on-brand assets in accordance with go-to-market calendar
- Supervised the lifecycle of projects in eCommerce, packaging, and photoshoot production to ensure cross-functional business needs were met
- Led product management at 25 PDP and lifestyle photoshoots. Responsible for creating shotlists to ensure eCommerce and retail account needs were captured within budget
- Ran weekly project status meetings to confirm on-track execution of briefs, scopes, and timelines
- Distributed final assets to requestor and was point of contact for any follow up project needs
- Oversaw management of Speedo sponsored athletes from USA and Canada at the 2020 Olympic Photoshoot
- Communicated a strategic brand identity across international markets

## ACADEMIC HISTORY

### FULL STACK WEB DEVELOPMENT CERTIFICATION
**UNIVERSITY OF CALIFORNIA, IRVINE, DECEMBER 2021 - JUNE 2022**
Coding bootcamp program gaining skills in: HTML, CSS, Javascript, MySQL, Bootstrap, React.js, Node.js, API, Data Structures, and Unit Testing

### BUSINESS OF PRODUCT MANAGEMENT CERTIFICATION
**ADVANCING WOMEN IN TECH (AWIT), MARCH 2022 - JULY 2022**
Gaining skills in product management lifecycle such as: Competitive Analysis, Mapping Customer Journeys, Writing PR/FAQ's and Product Requirement Documentation

### MASTER OF PUBLIC RELATIONS AND ADVERTISING
**UNIVERSITY OF NEW SOUTH WALES (SYDNEY, AUSTRALIA), 2019 - 2021**
Graduated with Excellence