



# MARIANA VEJAR

Los Angeles CA

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## SUMMARY

I'm an experienced Project Manager with a strong background in leading digital transformation initiatives and launching successful e-commerce products. I enjoy working with cross-functional teams and engaging with stakeholders to ensure alignment and smooth execution. With a proven track record of improving team efficiency and balancing creative vision with technical feasibility, I'm looking to apply my expertise in digital ecosystems to make a meaningful impact as a Product Manager.

## EDUCATION

### University of California San Diego, Rady School of Management

Aug 2024 - Dec 2025

*Master of Science, Business Analytics (MSBA)*

- Student Club Memberships: Rady Product Management Club & Rady Data Analytics Club
- Student Ambassador for Rady MSBA Program

### Universidad Anáhuac, Mexico City, Mexico

Aug 2016 - Dec 2020

*Bachelor of Science, International Business*

- Achievements: Leadership: CIMA (Centro Internacional de Modelos de Alto Rendimiento)
- Study Abroad: Paris School of Business (Fall 2018)

## EXPERIENCE

### Enerser Corporation | Product Manager

Oct 2023 - Aug 2024

- Led cross-functional UI/UX and software development teams to launch 5+ digital products, including e-commerce and fan engagement platforms, resulting in a 12% revenue increase.
- Engaged with stakeholders across marketing, development, and leadership to define product roadmaps, align business goals, and deliver a seamless customer experience.
- Managed product lifecycle for a fan app, overseeing API integrations, market research for the LMB (Mexican Baseball League), and A/B testing to improve user engagement and monetization.
- Optimized team collaboration using Figma, Notion, and Trello, improving workflow efficiency by 15% through real-time feedback loops and agile methodologies.

### Henkel | Business Analyst

Mar 2023 - Jun 2023

- Analyzed supplier performance for 100+ vendors, ensuring compliance and optimizing selection criteria.
- Led audits and reporting enhancements, increasing data accuracy by 20%, streamlining internal decision-making.
- Collaborated with cross-functional teams in finance and supply chain to align revenue, collections, and procurement strategies.

### Henkel | Financial Analyst

Jun 2021 - Mar 2023

- Conducted month-end closing processes and compliance reporting, contributing to process standardization.
- Monitored and optimized financial transactions and operational workflows, processing 150+ transactions monthly.

### Concha y Toro Winery | Finance and Operations Intern

Jan 2020 - Jan 2021

- Partnered with accounts receivable and HR teams to optimize sales operations and employee documentation workflows.
- Introduced sustainable materials in product packaging, reducing the company's carbon footprint by 21%.
- Managed budget reports, reducing annual expenditure by 5% through strategic cost management.

## SPECIALIZED SKILLS

- **Technical:** SAP P92, SQL, Power BI, Signavio Modeler, ZOHO One, Microsoft Office, Figma, Notion, Adobe Creative Suite, Go-to-Market Strategy, Scrum Methodology
- **Languages:** Native Spanish, Native English, Limited Working Proficiency in French
- **Certifications:** Omnichannel Strategy and Management, Cyber Security and Strategic Agility, Excel Supply Chain Analysis