

# SABRINA ROXANNA GHEISSARI

NEW YORK CITY

Whilst studying for the CFA, I found myself more interested in Codecademy and realized I needed to re-strategize my career. Following considerable due diligence, I flew to Tokyo to study at Le Wagon. Working in teams to build multiple websites turned my curiosity in product into a serious interest. I returned to NYC and began product managing at a digital agency, where I worked with multiple B2C clients. I learned a lot horizontally, and now I'm looking for an opportunity to learn vertically.

## DIVISION OF/ PRODUCT MANAGER

MARCH 2020 - JANUARY 2021

Managed agile teams through the facilitation of scrum ceremonies (sprint planning, retrospectives, daily stand-ups, story grooming, release planning, QA, etc.) across the following four B2C clients:

### **ShyaHsin: a global leader in packaging for skin care and cosmetics, based in China. Owned by Blackstone.**

- Strategized, built, launched and iterated on a digital platform for salespeople to 1) decrease client inquiry response time from 48 hours to 1 hour, 2) increase RFQs by 50%, 3) remove the most timely block in the sales process: information gathering.
- Led a website rebrand to significantly increase the number of sales connections made (no metrics yet).
- Ran 70+ user interviews across all major time zones. Identified teams as individual, inefficient, and competitive. Used the platform to encourage curiosity, engagement, and a need for team work.
- Gathered, analyzed and transcribed multiple data sources from each region into a single database, improving insights for sales.
- Managed strategy presentations with existing and projected user journeys, product mapping, competitor SWOT, and lookalike analyses for the c-suite and Blackstone to review/approve.

### **Samsung Ads: a global leader in technology and user data collection.**

- Ran user interviews to understand the needs of salespeople, c-suite and analytics. Identified the major blocker to be the unanimous agreement of what information to share, and which stories to tell. Took over the UI/UX of the data to recreate the story.
- Provided weekly retros for continuous feedback and agreement between the three teams of stakeholders.
- The end product provided salespeople with more accurate and insightful business intelligence, and a UI/UX guide for future builds.

### **Hero Cosmetics: a cosmetics company focused on education and product solutions for the skin's lifecycle.**

- Managed a website rebrand with the goal of removing the cookie-cutter Shopify look, promoting the company's differentiators, and improving the user experience. Worked directly with the company's designer and engineer to accomplish goals.
- Developed a QA/strategy document identifying pros and cons for each page/feature (i.e. cart, product page, collections page, etc.).
- New site strategy set the company up for seamless future growth, aligning with both planned and conceptual product launches.

### **CockroachDB: a distributed SQL database, recognized and used by hundreds of globally recognized companies.**

- Worked with the new CMO of CockroachDB to re-strategize the UX of the platform under the new circumstances of the pandemic.
- Brainstormed on how to incorporate webinars and education into the website, as well as providing a UI/UX overhaul.
- Rebranded the cockroach back into the original company message; a venn diagram of the company's security structure.

## BROWN BROTHERS HARRIMAN

### TRADING AND PORTFOLIO CONSTRUCTION

SEPTEMBER 2017 - SEPTEMBER 2019

Head trader for the Chicago office during trading hours. Product manager for a new portfolio management system during after-hours.

- Worked with an agile team of users, engineers, vendors, the c-suite, traders, brokers, and project managers to identify process deficiencies. Strategized, scoped, presented and implemented solutions. Streamlined three processes into one.
- Relieved wealth managers of their trading responsibilities. Increased the time wealth managers spent on client relationships by 50%, and the number of accounts a trader can rebalance at one time from 1 to 1200.
- Successfully persuaded Chicago's managers to relieve their current duties and re-establish their responsibilities.
- Continued to track quantitative and qualitative metrics to see if the KPIs were accurate, and adjusted strategy as needed.

### WEALTH MANAGEMENT

JULY 2016 - SEPTEMBER 2017

In charge of gathering, digesting, and presenting data analytics and business insights for all of wealth management. Created macros that allowed for efficient data crunching, and protocols for seamless communication between teams and c-suites. Aided high-profile client relationships that required portfolio review and projections.

### INVESTOR SERVICES RELATIONSHIP MANAGEMENT

JULY 2015 - FEBRUARY 2016

Northeastern Co-Op for the ISRM Americas branch. Stayed on while school resumed to mentor and teach young new hires.

## EDUCATION

### CORNELL UNIVERSITY

PRESENT

- Certificate in Product Management

### LE WAGON TOKYO

SEPTEMBER 2019 - DECEMBER 2019

- Bootcamp/Certificate in Software Engineering (Ruby on Rails focus)

### NORTHEASTERN UNIVERISTY

SEPTEMBER 2011 - MAY 2016

- B.S.B.A. in Business Administration and Economics

## SKILLS

problem solving, business strategy, scrum, agile methodologies, data analysis, user experience (UX), digital knowledge, innovation, german language, french language, Ruby on Rails, CSS, HTML5

## INTERESTS

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