

SALENA WEEKLY

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PROFESSIONAL SUMMARY

Product-minded strategist with an MBA and 10+ years of experience turning complex operational needs into data-driven, user-centered solutions. Managed \$1B+ in sourcing initiatives across federal, commercial, and retail sectors, delivering measurable impact through experimentation, workflow optimization, and cross-functional leadership. Known for translating insights into action that aligns stakeholder goals, defines success metrics, and drives scalable outcomes across the product lifecycle. Driven to build products that simplify complexity, elevate customer experience, and deliver results stakeholders can see and users can feel.

EDUCATION

National University (2016)
MBA (Marketing & Data Analytics)

Coppin State University (2013)
B.S. in Sociology (Research & Stats)

HIGHLIGHTED KEY SKILLS

- Experimentation & A/B Testing
- Data Analysis & Behavioral Insights
- Cross-Functional Collaboration
- Product Roadmap & Prioritization
- Customer Journey Optimization
- Problem Framing & Hypothesis Testing
- Defining & Owning KPIs
- User Research & Discovery
- Tools: SQL (reporting/querying), Salesforce, Excel, CPARS, Tableau, etc.

PROFESSIONAL EXPERIENCE

Contract Specialist — Product Management, Acquisition Strategy IT Division

U.S. Dep. of Homeland Security (HQ/ICE) — Washington, DC **Jan 2021 – Present**

- Led internal product strategy for procurement automation tools, turning user feedback into improved workflows that cut intake time by 30% and improved team adoption.
- Defined MVP requirements for internal intake tools and established feedback loops with legal and engineering to inform future roadmap planning.
- Served as cross-functional lead between legal, engineering, and finance—aligning technical, compliance, and business needs into unified sourcing solutions.
- Defined requirements and success metrics for scalable IT acquisition strategies, embedding KPIs and delivery milestones in contract designs.
- Used SQL and stakeholder discovery to identify process friction points, analyze procurement data, and test hypotheses—driving ~\$15M in savings and improving sourcing workflows.
- Helped formulate and iterate intake logic using SQL-driven user data analysis and direct feedback—boosting adoption across legal and engineering teams.
- Managed “post-launch” performance of vendor relationships using KPIs and CPARS feedback—closing the loop on quality and risk for future decisions.

Associate Agent — Client Experience 1099 Contractor

Redfin — Washington, DC

Jan 2020 – Feb 2022

- Analyzed market and customer behavior data using Redfin's CRM and SQL-style MLS tools to deliver personalized, insight-driven recommendations; resulting an 22% increase in contract conversion rate.
- Managed cross-functional coordination with inspectors, lenders, and internal teams to streamline workflows—reducing transaction timelines by 8% and maintaining 93% customer satisfaction.

- Refined outreach strategies based on behavioral analytics and monitored user engagement trends that led to 11% increase response rates and repeat client activity.
- Translated real estate trends into digestible insights, improving decision-making for first-time and underserved buyers—expanding equitable access to homeownership.
- Provided field-level insights that informed improvements to internal CRM workflows and client communication templates—enhancing usability and outreach consistency across agents.

Account Manager — Federal Sales Strategy & Proposal Development

Lumen Technologies — Herndon, VA

Jan 2018 – Jan 2021

- Partnered with federal clients to identify pain points and design tailored telecom solutions, functioning as a customer advocate and translator between business needs and technical offerings.
- Developed modular solution proposals using persona-based bundling strategies (e.g., remote access, data security), improving product fit and reducing rework by 40%.
- Conducted qualitative user discovery and quantitative trend analysis to surface unmet needs—leading to the creation of a repeatable solution framework used across multiple agencies.
- Collaborated with pricing, engineering, and legal to define compliant, scalable packages—reducing proposal cycle time by 20% while maintaining technical fidelity.
- Built and maintained a SQL-powered deal configuration tracker to align stakeholders and forecast implementation timelines—boosting proposal accuracy and delivery accountability.
- Built and maintained a deal configuration tracker to align stakeholders and forecast implementation timelines, improving proposal accuracy and accountability.

Assistant Sales Manager — Performance Strategy & Customer Lifecycle

AT&T — Washington, DC

Oct 2015 – Jan 2018

- Analyzed in-store customer behavior and conversion funnel data to uncover drop-off patterns, leading to process improvements that boosted close rates by 15%.
- Ran experiments on accessory bundling, product demo flows, and onboarding scripts—identifying high-performing tactics that lifted average revenue per customer by 20%.
- Used frontline customer feedback to advocate for changes to promotional design and service activation flow, improving customer satisfaction scores across the district.
- Collaborated with marketing and regional ops teams to tailor campaigns to customer segments—boosting engagement through localized offers and journey mapping. Built a performance dashboard to track sales KPIs, helping reps focus on the highest-impact parts of the customer lifecycle.
- Trained and coached a team of 10+ on value-driven sales strategies rooted in product benefits and customer pain points, resulting in consistent top-district rankings.

Sales Consultant — Customer Product Solutions

AT&T — Washington, DC

Aug 2014 – Oct 2015

- Delivered personalized, value-based product consultations to thousands of customers—uncovering needs through discovery conversations and aligning solutions that increased retention by 19%; ranked #1 nationwide in Q2 2015 for overall sales performance.
- Acted as frontline product advisor, providing hands-on technical support and onboarding for mobile apps, devices, and services—improving app adoption and reducing post-sale tech friction by 34%.
- Used in-the-moment user insights to iteratively refine sales scripts and onboarding guidance—improving customer satisfaction and reducing repeat support visits.
- Captured recurring user pain points and behavioral feedback to inform regional product teams and shape service activation improvements until promotion to sales manager.

Mobile Marketing Intern — Digital Engagement & Subscriber Growth

PBS Kids — Arlington, VA

Jan 2014 – July 2014

- Help analyzed install funnel and user behavior data to pinpoint drop-off trends and recommend improvements that helped contribute to more effective onboarding strategies.
- Collaborated with UX, product, and marketing teams to A/B test onboarding messages and flows in effort to drive better measurable gains in conversion and early user retention.