

Experience Highlights

The Alfam

(Creative Agency)

May 13 - Present**Founder**

- Evaluate short-term and long-term goals with R&D to diagnose scalable high-level optional solutions for products: web, mobile, commerce, or products to create detailed Product Requirement Documents for assigned teams
- Lead strategy and manage CX/UX/UI design and development with in-house and 3rd party vendor teams, delivering data-informed roadmap, GTM strategies, and processes, giving presentations to clients
- Consult on brand & market-fit growth opportunities, value-based pricing, offering recommendations, and automation solutions to streamline sales and marketing affiliates for product success and user needs
- Analyze client and conduct user feedback, KPIs, and other metrics to (re)prioritize features with A/B and multivariate testing

BlackRock**Dec. 18 - Jan. 21****Product Consultant**

- Gathered requirements and led user flow & journey to design data analysis dashboard models for platform
- Consulted on feedback case studies and recommended design attributes with developers to improve user experience
- Improved design aesthetics of complex technical information, content, and data of interactive presentations for executives and clients

Refinery29

(Acquired by Vice Media)

May 19 - Jul. 19**Project Manager**

- Managed backlog of prioritization of Refinery29.com, AWS migration from a proprietary CMS to a customized WordPress, updating tickets to streamline the development process
- Created and planned initial product migration goals, roadmap, and initiatives for stakeholders
- Managed JIRA user stories and sprint planning with internal stakeholders and 3rd party vendor
- Led meetings with 3rd party vendors to follow up with migration progress

Vissa Studios

(Beauty Magazine)

Jul 11 - Apr. 13**Marketing Product Manager**

- Developed data-driven SEO, SMM, SEM and content (video and text) marketing roadmap, increasing traffic by 3000%
- Created and designed 7 new user engagement features with go-to market strategies, including 1000+ member social community
- Established brand ambassador program, partnering with influencers, beauty brands, and company giveaways

Wizdom Audio Visual

(HiFi Audio Visual Production & Design Services)

May 10 - Jul. 11**Marketing Product Manager**

- Defined the marketing roadmap and comprehensive product requirement details for online platform
- Led the rebrand, ideation, technical development and launch of a market-fit platform, overseeing functionality and performance
- Generated 700% increase in leads, funneling SEO, SMM, and email marketing campaigns

Tools & Skills

Strategy	Agile, Lean, Jira, Priorization, Roadmap / Product Requirement Documents, Brand Framework
Design	UX Wireframing, Photoshop, Sketch, Figma, Invision, Amino, Canva, Crello
Development	HTML, CSS, Wordpress, Shopify, Woocommerce, Magento
Marketing	Google Ads, Adsense, SMM, SEO, Affiliates, Mailchimp
Analytics	Hotjar, Insights, Mixpanel, Analytics, Webmaster, Firebase, AppRadar
Production	Photography, Videography (Canon 5D Mark II), Premiere, After Effects

Education

Product School Product Management Certification PMc	Silicon Valley, California	Jan 21 - Mar 21
New York University Digital Communications & Media	New York, New York	Aug 12 - Dec 15
School of Visual Arts Photography Summer Program: Over 100+ Campaigns including Zink Magazine and Morgan Stanley	New York, New York	May 12 - Aug 12

Extracurricular Activities

- Founded Hair Decoded '14: 2016 Innovation Award, Top 10 Apps for NY Fashion Week, Globo News Brazil, Bustle, and Essence
- Girls Who Code & NFTE Speaker and Mentor: Product, UX/UI Strategy, Wireframing, & User Storytelling course and curriculum
- Certified 400 Hour Yoga Instructor. Co-created a 1300+ Member Mobile Community '16. Partnerships with CBS, Crossfit, & Bare Snacks
- Marathon Runner
- Classically Trained & Improv Pianist