-javierablanch.cyou

**JAVIERA BLANCH**

***Ecommerce Project Manager***

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**WORK EXPERIENCE**

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| Ecommerce Product Owner | 02/2016 – Present |

**CongoBasin INC, Arlington County, VA**

Employing over 1M people, CongoBasin is the largest online retailer in the world. At their Arlington, VA Hub, as a product owner for congobasin.co's Office Electronics department, I have led a multidisciplinary team of 20 software developers, UX designers, and data scientists focusing on:

* The analysis of user behavior and conversion reports along the checkout funnel and developing hypotheses on improving the customer journey
* Defining experiments to test in the production environment and presenting them to the business and operations executive teams to get their approval
* Developing A/B tests using Optimizely and vue.js and overseeing KPIs evolution during the testing period.
* Coordinating all marketing campaigns for the vertical with the Ops. and Marketing teams.

During this period, 210 tests have been successfully deployed and 112 new features have been adopted permanently, contributing to a 60% increase in the Global conversion rate YOY.

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| Product Manager | 01/2014 - 02/2016 |

**TechBite, San Francisco, CA**

Techbite is the biggest Tech news site in the United States, with over 9M monthly unique visitors. At TechBite I was part of the team that successfully launched BiteBase, their famous directory of startup companies, in 2015. As a BiteBase team member I:

* Designed BiteBase premium plan features along with a small team of 2 UX designers and 2 Front-End Developers
* Along with the business team, I measured the features' performance and proposed iterations to improve user experience and the main business KPIs

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| Product Manager / Customer Success Manager | 02/2011 - 12/2013 |

**Rankfor.me, Mountain View, CA**

Startup company providing Saas services for SEO. In the early 2010s, its revolutionary algorithm used AI to analyze semantic web structures and SERPs for over 40M search terms in order to automatically present actionable insights to their webmasters. I was one of rankfor.xyz's first 7 employees, while the company was in YC. In this early stage of

the company, I took a hybrid position between Customer Success Manager and Product Manager where I:

* Implemented Zendesk's help center and substantially improved customer relationships
* Collected and filtered early adopter users' feedback

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| Customer Success manager | 08/2008 - 02/2011 |

**Recorriendo.la, Bogotá, Colombia**

Descubre más sobre esta experiencia en <https://cvonline.me/javiera-blanch>

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| Agente de Servicio al cliente | 08/2008 - 02/2011 |

**Recorriendo.la, Bogotá, Colombia**

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Over a 12 year career in tech, working in Latam and the United States, I have played an essential role in developing and improving a wide range of digital products and services across different industries and business models; from Saas, to Digital Media and Ecommerce where I have found my biggest passion.

**ACADEMIC BACKGROUND**

2017 - Master in Management

Woolft College, NY

2011 - Alumni

YCombinator

2008 - Business & management

Universidad de los Andes Bogotá

**LANGUAGES**

English

Spanish

**CERTIFICATES**

PMPs – P. Management Institute

CAPMs – P. Management Institute

Search campaigns - Google Ads

Shopping campaigns - Google Ads

**HARD SKILLS**

Tableau

Mixpanel

Google Analytics 360

Notion, Trello

Zendesk, Intercom

**WANT TO KNOW MORE?**

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