Alisa Alexander *Product Manager*

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🪪 PROFILE

Resourceful problem solver with 8+ years of progressive product experience in building successful digital products that impact customer loyalty & business success. Skilled at leading cross-functional teams to deliver complex initiatives that drive acquisition, encourage activation & improve retention.

🧠 SKILLS

- Product Strategy
- Analytics & Insights
- Agile Development
- Loyalty Programmes
- Content Management
- Project Management

💼 PROFESSIONAL EXPERIENCE

Product Manager, *NominateUp*   03/2021 – present | Remote
- Leading the product function to build a 0-1 web based MVP through Rapid prototyping

Global Hotel Alliance 🔗

Director of Ecommerce Applications   06/2018 – 09/2019 | Dubai, UAE
- Reduced booking path by 2 steps to support a faster checkout experience which **increased conversion rate by 20% in 2018**; Reinforced member enrollment portals to **increase new users by 50% in 2 years**.
- Translated business & customer needs into product roadmaps & backlogs and prioritised product solutions that triggered **growth in online booking revenues by 26% in 2018**.
- Synchronized product features across platforms to **increase mobile app downloads by 98% in 2017 and 248% in 2018.**

Ecommerce Applications Manager   02/2016 – 05/2018
Developed & delivered a mobile-first product strategy: launched mobile responsive websites & mobile apps that resulted in **70% growth in online booked revenue for 2016 & 63% in 2017**.
Optimised the quality of feature design and functionality by collaborating with design & development teams to identify user pain points & build strong business cases, leading to **25% increase in online award redemption**.
Leveraged product analytics and derived insights to optimize the conversion funnel resulting in **63% growth in revenue & 41 % increase in award redemption for 2017**.
Owned and built the product roadmap for the CMS platform (ezPublish) with 2000 MAU.

Online Content Manager   10/2013 – 01/2016 | Dubai, UAE
- Oversaw content curation for company's websites with over 3000 live pages
- Managed CMS platform for 1500 MAU, and built digital assets for CRM campaigns
- Defined user stories and acceptance criteria for product features in monthly sprint releases; developed rigorous QA cycles & smoke tests to ensure that final product features meet business & user requirements

Sales & Marketing Coordinator,   03/2012 – 09/2013 | Dubai, UAE
Amusement Services Intl 🔗
- Served as the dedicated sales coordinator for a client portfolio worth USD 4 million
- Created and delivered digital channels on YouTube and Facebook; Prepared digital & print product catalogues & coordinated marketing activities for tradeshows

📂 PROJECTS

GKK - Food Tech, *Build a food-delivery product to compete*   2020 – 2021
with Zomato & Swiggy 🔗

Product Analytics for Online Travel Services 🔗   2020

🧩 TOOL KIT

Prototyping
Whimsical, Figma, Miro, Invision, Marvel

Analytics
Excel, Google Analytics, UXPressia

Content
WordPress, eZpublish, Wix, Google Tag
Manager, Google Search Console

Management
JIRA, Confluence, Team Gantt, Asana,
Slack, Trello, Basecamp, Miro

🎖 CERTIFICATES

Certified ScrumMaster®
April 2018 - Present

PRINCE2 Agile®
Foundation (07/2020)

Advanced Google Analytics
Individual Qualification (Credential ID 49412336)

Design Thinking 🔗
Upgrad Rise

🎓 EDUCATION

PG Diploma in Product Management, *Duke CE* 🔗   2021

B.Sc. in Business, *University of London*   2013