

# ANDRES ZAPATA

andres@andreszapata.com  
linkedin.com/in/andreszapata

## EXPERIENCE

### **Senior Analyst, Pricing, Global Lending & Cobrand / American Express**

*New York, NY / March 2018 – Present*

Define, own, and execute delivery of new capabilities that support new lending strategies, products, and features to grow top line revenue, deliver against compliance initiatives, and drive high customer satisfaction by translating business needs into effective features, acceptance criteria, and test conditions. Work closely with business partners across Product, Legal, Compliance, Marketing, Technologies, Software Product Management, Servicing, and Operational Risk to execute the strategies. Comply with Regulation-Z to ensure flawless execution of pricing changes and pro-actively seek legal and compliance feedback and approvals. Use analytical tools to forecast financial benefits and validate post-install results.

### **Product Manager / Experiture**

*Brooklyn, NY / July 2015 – March 2018*

Managed initiatives to optimize the Experiture and Easypurl platforms. Released platform enhancements and features, including the email drag and drop designer and email a/b split test tool to optimize email marketing capabilities, and implemented SMS and integrated voice response capabilities. Led the ideation, development, and release of the Calder Casino mobile app for player engagement, and developed offer management, geo-location tracking, and push notification capabilities. Oversaw the support center and conducted customer development to identify and translate pain points and requests into user stories and functional requirement documents. Liaised between the CEO, design, engineering, and marketing teams. Executed in-house and client driven marketing programs across both platforms, managing requirements gathering, scoping, creative and development, a/b split tests, QA, and post-launch analysis and optimization.

### **Web & Communications Assistant / Cornell Institute for Public Affairs**

*Ithaca, NY / June 2014 – June 2015*

Developed and maintained CIPA's online presence. Worked closely with program staff and faculty to assist with the design and layout of outreach material, including program forms, flyers, PowerPoint presentations, and emails. Managed CIPA's website, admissions blog, affiliated program blogs, and the Facebook, Twitter, Flickr, and Eventbrite accounts, while routinely providing engagement reports among the various channels. Oversaw the migration of the CIPA website to a new hosting platform.

## EDUCATION

### **Cornell University, College of Arts & Sciences**

Bachelor of Arts in Information Science, 2015