Andres Zapata

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Education

Cornell University, College of Arts and Sciences
B.A. in Information Science
May 2015

Experience

Experiture   July 2015 - present

Experiture is a multichannel marketing automation platform for marketers to create, deploy, measure, and optimize marketing campaigns. Our sister platform, Easypurl, is the leading marketing software using personalized URLs.

Product Manager
Drive the development of Experiture, Easypurl, and our casino player engagement mobile application.
- Delivered Experiture 3.0-3.10, 4.0-4.11, and Easypurl 9.1-9.11 by organizing 2-week sprints and daily stand-ups.
- Released our email drag and drop designer and email a/b split test tool to optimize email marketing capabilities.
- Led the ideation, development, and release of the Calder Casino mobile app for player engagement.
- Oversee the support center and conduct customer development to identify and translate pain points and requests into user stories and functional requirement documents.

Project Manager
Manage accounts and projects across Experiture and Easypurl's high value clients.
- Own the inception, execution, and launch of marketing campaigns and custom development work for clients such as Planet Fitness, Chrysler Capital, Santander Consumer USA, RocketLoans, Resource Real Estate, and more.
- Managed 20+ client accounts and successfully launched 100+ marketing campaigns.
- Ensure client and company success by providing product trainings, recommending platform best practices, and delivering solution recommendations to meet business goals.

Cornell Institute for Public Affairs (CIPA)   June 2014 - June 2015

The Cornell Institute for Public Affairs (CIPA) offers a two-year MPA program that educates future public policy leaders.

Web and Communications Assistant
Developed and maintained CIPA's online presence.
- Managed CIPA's main website, affiliated blogs, and the Facebook, Twitter, Flickr, and Eventbrite accounts by posting content and providing engagement reports.
- Provided creative support to the department and assisted in designing outreach materials, such as program forms, flyers, emails, and PowerPoint presentations.

Academic Technology Center   April 2013 - June 2014

The Student Technology Assistant Program (STAP) is a student-powered support team to help academic staff implement technology for teaching, learning, and research.

Technology Project Manager
Assisted professors and faculty in utilizing and mastering technology.
- Processed the intake of and completed staff and faculty projects for courses, research, and presentations.
- Provided telephone and walk-in training and support on using educational technologies and software.

Skills & Tools

Customer Development, Competitor Analysis, Market Research, Roadmapping, Metrics, Agile Project Management, SQL, Design Thinking, UX Design, User Testing, Web and Mobile Design, Wireframing, Prototyping, Digital Marketing, Adobe Photoshop, Balsamiq, Invision, Sketch, JIRA, Trello, Asana