

# ANDRES ZAPATA

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## EXPERIENCE

**Manager, Pricing, Global Lending & Cobrand / American Express / April 2020 – Present**

**Senior Analyst, Pricing, Global Lending & Cobrand / American Express / March 2018 – March 2019**  
*New York, NY / March 2018 – Present*

- Implemented revenue growth and cost saving initiatives to deliver \$250M+ between 2019 and 2021 by defining, owning, executing, and delivering innovative lending and pricing strategies across Membership Fees, Late Fees, and Returned Payment Fees.
- Used analytical tools to forecast financial benefits, validate post-install results, and translate customer and business needs into features, acceptance criteria, and test conditions.
- Worked with business partners across Product, Legal, Compliance, Marketing, Technologies, Software Product Management, Servicing, and Operational Risk to execute the strategies.
- Complied with financial regulations to ensure flawless execution of pricing changes and pro-actively sought legal and compliance feedback and approvals.

## **Product Manager / Experiture**

*Brooklyn, NY / July 2015 – March 2018*

- Managed initiatives to optimize the Experiture and Easyurl marketing automation platforms.
- Released platform enhancements and capabilities including the email drag and drop designer, email a/b split test tool, and 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 translate user needs and pain points into user stories and functional requirement documents.
- 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.

## EDUCATION

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

Bachelor of Arts in Information Science, 2015