

ANDRES ZAPATA

PRODUCT/PROJECT MANAGER

EDUCATION

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

CONTACT

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SKILLS

Customer Development
Competitor Analysis
Market Research
Roadmapping
Metrics
Agile Project Management
Design Thinking
UX Design
Web and Mobile Design
User Testing
Wireframing
Prototyping
Digital Marketing

TOOLS

Photoshop
Balsamiq
Invision
Sketch
Asana
Trello
JIRA

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 cross-channel marketing software using personalized URLs for direct and email marketing. I am both the Product Manager of the two platforms and a lead Project Manager for our clients.

Product Manager

Drive the development of Experiture, Easypurl, and our casino player mobile applications.

- Delivered Experiture 3.0-3.10, 4.0-4.10, and Easypurl 9.1-9.11 containing bug fixes, updates, and new features including our email drag and drop designer and a/b split test tool.
- Oversee the support center and connect with users to identify and translate user pain points and requests into user stories.
- Collaborate across teams to conduct market and competitive analysis, prepare design and functional documentation, organize sprints, and conduct QA for new features.
- Lead daily stand up meetings and liaise between the CEO, product, design, marketing, and engineering teams.

Project Manager

Own accounts and projects across Experiture and Easypurl's high value clients.

- Lead the inception, execution, and launch of marketing campaigns and custom development work for clients such as Planet Fitness, Chrysler Capital, Santander Consumer USA, RocketLoans, Calder Casino, Resource Real Estate, and more.
- Gather project requirements and use cases, define project scope, monitor and deliver the status of project milestones, plan and review acceptance criteria and success metrics, and analyze post-launch performance.
- Ensure client success by training self-service clients, recommending platform best practices, and delivering solution recommendations to meet business goals.

Cornell Institute for Public Affairs (CIPA)

June 2014 - June 2015

CIPA offers a two-year MPA program that educates the public policy leaders of tomorrow.

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 is a student-powered support team to help academic staff use technology for teaching, learning and research.

Technology Project Manager

Assisted professors, faculty, and graduate students in utilizing and mastering technology.

- Processed the intake of and completed projects for courses, research, and presentations.
- Provided telephone and walk-in training and support for educational technologies.