
Roger Nicolas Ximenez, Jr

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IT-SAVVY SOFTWARE PRODUCT MANAGER

Skills and Expertise

- Software Product Management
 - Data Analysis
 - Business Analysis
 - Ecommerce Strategy
 - Market Research
 - Rapid Prototyping
 - Email Marketing
 - Conversion Optimization
 - Process Improvement
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PROFESSIONAL EXPERIENCE

ID90 Travel - Dallas, TX

Director of Product

(September 2015 – Present)

Engineer and manage product roadmap for our closed user-group travel product. Prioritize backlog, build wireframes, define KPI's, define tagging strategy, execute A/B tests and guide feature-driven development.

VMR Products - Miami, FL

Ecommerce Product Manager

(August 2013 – September 2015)

Manage product roadmap for ecommerce product. Illicit business requirements, document use cases, prioritize user stories in the backlog, build wireframes, design interactive prototypes, define KPI's, execute A/B tests, guide feature-driven development and define metrics for success.

CareCloud - Miami, FL

Implementation Coordinator

(March 2012 - March 2013)

Coordinated software implementations for Health IT Company that specializes in streamlining interactions between healthcare stakeholders. Guided clients through parallel adoption of flagship product, streamlined business processes and reported pipeline trends.

RogerXimenez.com - Miami, FL

Digital Marketing Manager

(August 2011 – Present)

Manage eCommerce solution for family owned business that specializes in designing high quality leather accessories. Designed website, integrated third-party applications, curated copy, executed email program, manage adwords campaigns, developed creative assets and oversaw P&L.

EDUCATION

Florida State University - Tallahassee, FL

Bachelor of Arts in Economics & Philosophy, *Cum Laude*

- Distinctions:* Cum Laude, Dean's List (5 Semesters), Outstanding Philosophy Student Award
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TECHNICAL

Office: Word, Excel (Pivot Tables, VLookup), PowerPoint, Outlook, Visio

Applications: JIRA, Salesforce, Zendesk, LucidChart Google Analytics, Adwords, MailChimp, Google Tag Manager, SquareSpace, Magento, Interspire, Shopify, Optimizely, Inspectlet, Periscope, Git

Web/Scripting: HTML5, CSS, Less, Sass, jQuery, JavaScript, Ruby, SQL

Frameworks: Bootstrap: Bootstrap, Materialize-CSS, AngularJS, Rails

Notable Projects:

- **Vape4Free Loyalty Program**: Built to increase customer retention by rewarding repeat purchases. Designed methods for earning, managing and redeeming reward points. Defined customer groups and boundary conditions. Provided extensive quality assurance support, managed business requirements and created process map to capture system flow.
- **Automation Program**: Designed to improve customer retention and lifetime value through tailored emails triggered throughout the customer life cycle. Developed program flow chart, implemented API between MailChimp and Interspire and established custom merge tag values to capture customer profiles. Built email templates, conditional logic enabling dynamic content and automated triggers.
- **CRM Integration**: Designed to streamline software implementation workflow. Leveraged cloud-based CRM (Salesforce) for the purpose of client documentation, process automation and project analytics. Built holistic workflow, user limitations, triggered emails, dashboards and reports in place of spreadsheets.
- **Online to Offline Support**: Built email program to target existing customers with an offer redeemable at a store within 25 miles of their zip code. Scrubbed offline and online data. Matched and merged data with unique identifiers to enable dynamic content. Updated email database and built campaign with conditional logic to pull unique graphics and coupons.
- **V2 Pro Launch**: Designed website to offer new line of vaporizers to current customer base and the extended vaporizer market. Modeled to increase pre-launch email acquisition, captured specifications in user stories, defined acceptance criteria for each feature and facilitated the development process. Defined E-commerce goals to track according to user activity, built performance dashboards and monitored website operations post-launch. Built minimum viable product within 3 weeks.
- **Cart Rescue (Cart Abandonment Program)**: Built to acquire customers that abandoned their shopping cart. Collected conversion funnel data, juxtaposed industry uplift averages to current abandonment rate and forecasted potential financial gains from feature implementation. Designed system to trigger at different stages of the shopping experience. Developed business requirements for system logic to avoid abuse and excessive sends. Continuously optimized CTR, Open Rates & Conversions with variables such as subject lines, email content and offers. Program is recovering 23% of all abandoned carts.
- **Checkout v2.0**: Designed to streamline the checkout experience across multiple devices leveraging the bootstrap framework and 2-click conversion path. Researched industry best practices, case studies and dozens of conversion funnels. Embraced a rapid prototyping philosophy to wire framing, mocking-up and sequencing the redesign. Stripped all unnecessary prerequisites from the checkout process. Documented business requirements and intended interactivity. Worked closely with a team of developers to implement the redesign and helped facilitate open-ended discussions around the various scenarios a user may experience. Checkout v2.0 improved our conversion funnel by approximately ten percentage points.