

Sandra De Pablo

Product | Project Manager Specialist



+0034 637 806 998 @ sandradepablolopez@gmail.com Madrid, Spain

SUMMARY

Energetic and passionate about new technologies, e-commerce, and Product/Project Management with more than 15 years working for multinational companies. Currently working as a Product Manager at zooplus, A.G., Europe's leading e-tailer for pet food and pet supplies, and looking for a full remote position. I love to lead projects and product development that exceed the customer's expectations. I can effectively communicate with different stakeholders on strategic and organizational topics.

EXPERIENCE

Agile Product Manager

zooplus, A.G. 12/2018 - Ongoing Madrid, Spain (50% Remote)

I am responsible for the CMS platform of the company (Contentful), managing digital assets across the site platform, and leading the delivery of company digital strategy. My mission is guiding the development of this new CMS and ensuring we are building what our customers need.

- Collaborate with the business teams, UI/UX and stakeholders to drive and deliver the most suited solution that covers the different requirements.
- Work closely with the development team to execute, deliver and improve the product.
- Prioritize backlog according to business needs.
- Identify new developments and building business cases.
- Creation of user stories, user manuals and general documentation.
- Manage and grew agile development team from 2 to 4 members
- Provide online training courses to the final users + 250 people.
- A/B testing analysis: VWO, Optimizely.

<https://www.zooplus.de/>

Marketing Support Specialist | Project Manager

zooplus, A.G. 08/2017 - 12/2018 Madrid, Spain

- Supported more than 25 Product Owners with a variety of tasks: project management, training course preparation, documentation, and follow up of projects.
- Project Management: coordinating and managing the development and launch of a new e-food shop and global marketing campaigns.
- Provided face to face training courses of our new in-house tools in the different offices of the company: Vienna, Oxford, Munich, Tilburg and Madrid
- Creating and/or debugging HTML/CSS
- Created and maintained comprehensive project documentation.
- Served as a liaison between the users, stakeholders, developers and product owners.

Digital Ad Operations Specialist

Citywire Ltd 01/2016 - 04/2017 London, United Kingdom

- Supported the Digital Ad Operations Manager, implementing, executing and optimizing digital campaigns.
- Setup and carry out ad campaigns to ensure on-time and complete delivery of online advertising solutions (Open AdStream)
- Worked with the sales, marketing/editorial departments to implement and oversee ad campaigns on-site, mobile, and newsletters.
- Provided ad hoc reports in Excel to the sales team: impressions, clicks, Click-Through Rate (CTR).
- Automated procedures in Excel to improve data collection by 20%.
- Liaised with third-party ad product suppliers (Sizmek, Flashtalking), creative agencies, and advertisers to drive campaigns efficiently and solve issues.

<https://citywire.co.uk/>

FIND ME ONLINE



LinkedIn

www.linkedin.com/in/sandradepablo

EDUCATION

Administration and Business Management
International University of La Rioja

11/2014 - Ongoing

Social Work

University Complutense of Madrid

10/2003 - 02/2007

LANGUAGES

Spanish Native ●●●●●

English Proficient ●●●●●

SKILLS

Product | Project Management

Strategic Thinking

User Experience

Prioritization

Time Management

SaaS

Research

A/B Testing

Stakeholder Management

Decision Making

Costs Management

Scrum

Agile

Kanban

Organizational and Management

Agile

JIRA

Confluence

MS Office

MS Project

Slack

Teams

Notion

TRAINING / COURSES

User Experience Principles and Processes

University of Michigan Coursera (2019)

Professional Scrum Product Owner

Jeronimo Palacions (2019)

Adobe Analytics

zooplus, A.G. (2019)

VWO

zooplus, A.G. (2019)

EXPERIENCE

Digital Ad Specialist

Freelance

📅 06/2016 - 07/2017 📍 Remote

Company Description

- Implemented and executed digital campaigns for different clientes; such us Citywire Financial Publishers and The Village Agency.

Technical Administration and Project Management

Air Products Ltd

📅 01/2013 - 10/2015 📍 Madrid, Spain

Company Description

- Coordinated and planned more than 30 events for the operations department.
- Created ad hoc reports in Excel and presentations in PowerPoint for the Sales department.
- Updated the website weekly using HTML with new regulations, events, forms and work instructions.
- Automated the month-end accounting procedures, increasing speed and quality of data collection by 30%.
- Resolved billing and contract issues for a client account with a turnover of more than 100 million euros/year.
- Appointed as 'Power User' (expert) of a new invoicing software project for South Europe to support other users.

🔗 <http://www.airproducts.com/Products/overview.aspx>

Technical Control Assistant

Ferrovial, S.A.

📅 10/2009 - 01/2013 📍 Madrid, Spain

- Created an automatic Excel database, decreasing the margin of error in 100 companies' domain renewal by 90%.
- Established excellent working relationships with customers and suppliers.
- Provided a new automated month-end accounting procedure in Excel, which saved working time by 40%.
- Prepared advanced Excel reports and PowerPoint presentations.
- Implemented the SAP Material Management module to customize invoices and achieve a lower error rate.
- Prepared customized manuals to speed up the SAP learning of different departments.

🔗 <https://www.ferrovial.com/es-es/>

Reporting Administrator

Isban, S.A.

📅 Date period 📍 Location

- Optimized the statistics update in Excel of banking applications, saving 60% of the day to day work time.
- Prepared dynamic and advanced PowerPoint presentations.
- Created a new Access database to control hardware inventory.

🔗 <https://santanderglobaltech.com/>

Logistics Administrator

DIA, S.A.

📅 01/2006 - 06/2006 📍 Location

🔗 <https://www.dia.es/compra-online/>

Office Assistant

Arktec, S.A.

📅 Date period 📍 Location

🔗 <http://arktec.es/EN/Start/Start.aspx>

TRAINING / COURSES

Software Product Management

Coursera (2018)

Digital Marketing


City University of London (2016)

STRENGTHS


 Communication Skills

 Remote

 Time Management


 Process improvement


 Vision

 Team Building


PASSIONS FOR

 Product | Project Management

 E-commerce

 Strategic Management

 Productivity

 Reading