

# Desirai Sweder

## Product Manager & Marketer

### 2+ years remote Product Management & Marketing Experience.

Implemented Product Management best practices, educated across departments, streamlined communication & improved UI/UX at AMZ Tracker. In a few short months my product team was able to **reduce customer service tickets & weekly bug reports by 62% and 57% respectively and cut our churn by 5.1% in Q1.**

## Start-Up, Entrepreneurial & Remote Work Experience

### Jan 2017 - Chief Product Officer

Jun 2017 *AMZ Tracker*

- Managed & trained 3 Product Managers to manage our 6 software products globally
- Guided product managers to develop and design and align their product road maps with the vision & direction of the company using product management and market analysis best practices.
- Implemented communication and feedback systems to get the right feedback from customer service, marketing and our customers to the product team to design for the changing and dynamic market

### Jun 2016 - Product Manager

Jun 2017 *Merchant Metrics*

- Empathized with users in one-on-one interviews and automated feedback systems, analyzed the results, collating data to create a user-focused roadmap.
- Successfully launched Merchant Metrics to AMZ Tracker's 8000+ users
- Worked with dedicated 5-person development team to ensure a rigorous quality standard for releases in a timely manner.

### Aug 2016 - Marketing Automation Specialist

Jan 2017 *AMZ Tracker*

- Constructed and implemented launch and onboarding automation for 4 different software products
- Worked closely with 3 development teams and project managers to ensure that all our email systems interfaced with our software seamlessly
- Introduced list segmentation, multi-language support, stakeholder reporting & funnel analytics

### Feb 2016 - Product Marketer & Onboarding Specialist

Jul 2016 *Amazooka*

- Designed behavioural based onboarding and feedback cycles that make sure our users are getting the right message at the right time to educate, drive engagement, re-activate customers and reduce churn.
- Launched & conducted weekly webinars and concierge onboarding for our products
- Developed Marketing Strategy across all channels – social media, content marketing, email marketing

## Education

2013 B.Commerce Major: **Finance & Management** | Saint Mary's University

## Personal Info

### Phone

+852 5487 6308

### E-mail

d.sweder@gmail.com

### Skype

Desirai.Sweder

### Personal Website

www.DesiraiSweder.com

### LinkedIn

<https://www.linkedin.com/in/desiraisweder/>

## Skills

### Agile Product Ownership



### Roadmapping



### Product Onboarding



### Marketing Automation



## Software

### Product & Project Management |

Product Board, Trello, Basecamp, Asana



### Software Development | jira,

Confluence & Red Mine



### Customer Onboarding | Intercom



### Email Software | Drip, Mailchimp,

Mandrill, Mailgun



### Web Development | HTML, CSS,

Wordpress



### Customer Support | Help Scout



## Corporate Work Experience

- Dec 2014 - Jan 2016**      **Promotions Analyst**  
*Macdonald's Consolidated (Safeway/Sobeys)*
- Liaised between Sobeys Transformation and Category Management teams of 10+ people to redevelop the promotional program and processes to fit the Business Unit's unique needs.
  - Designed Margin Analysis & Movement tool to empower category management to manage margins for increased profitability of the wholesale division. Implementation saw a 5 point increase in profitability
  - Responsible for the development, implementation and management of promotional tools for three different promotional vehicles
- Aug 2013 - Mar 2014**      **Pricing Analyst, Business Planning & Services**  
*Husky Energy*
- Developed strong attention to detail and accuracy while advancing competencies in pricing system analysis, database management and reporting for transfer, supply, contract, channel and customer fuels pricing
  - Communication & Coordination of system and operational updates to affected internal departments and external vendors and stakeholders
- May 2012 - Sep 2012**      **Price Book Analyst, Retail Marketing**  
*Husky Energy*
- Balanced competing priorities and expanded skill base in Corporate Communications and Promotions participating in ad-hoc projects inclusive of aiding in the planning of the Husky Charity Golf Classic.
  - Assisted Promotion Coordinator in preparing promotion schedules, liaised with graphic designers for promotional materials and warehouse vendors to ensure adequate supply of product to over 300 retailers
  - Prepared weekly & monthly reports internally for Category Managers & externally for vendors and distributors

## Grass Roots & Educational Work Experience

- 2011 - 2013**      **Research Teaching Assistant**, Saint Mary's University
- Utilized report & case study writing and digital media to elaborate on traditional text and classroom methodology
  - Assisted in the redesign of MGMT 4489 - Organizational Theory
  - Demonstrated teaching abilities directing workshops of twenty-five students; Mediated discussion and exercises inclusive of management theory, current events and case studies
- 2010 - 2012**      **Local Chair**, World University Service of Canada (WUSC)
- Collaboratively grew Saint Mary's Local Chapter from 4 to 20+ active members in eight months
  - Lead and coordinated the growing team to plan 6 benefit concerts and a regional symposium featuring local artists and speakers.
  - Recruited talent, secured venues, managed volunteers and designed guerilla promotions and direct marketing strategies.
- 2011 - 2011**      **Festival Coordinator**, ANCO Business Solutions
- Coordinated guerilla promotional programs for Lethbridge's inaugural The Word On The Street Festival (1800 attendees & 32 authors) including Flash Mobs & local school participation
  - Managed social media and content management for website and blog & wrote press releases for local media outlets (radio, news & television)

## References

**David Hehenberger**, Founder

Merchant Metrics & Fat Cat Apps

*"Desirai has consistently shown initiative, drive and creativity when approaching problems. She helped create new processes and scale Merchant Metrics to accommodate the substantially larger and more diverse AMZ Tracker customer base."*

**Rachel Mazza**, Managing Director

SEO Conversion Content & RM Media & Marketing

*"While I admire and respect her deep commitment to expertise and specialization in product management and team management – I would gladly CREATE a new position simply to hire Desirai on my team."*

*I can say with confidence that Desirai was the single most versatile, effective and results-driven manager on our team. She created a clear roadmap for our products and integrated her executable plan seamlessly with the marketing, development and executive teams."*

**Terry Lin**, Product Manager

AMZ Tracker

*"Even as our resources were spread thin, we were still able to work together and get new features shipped, bugs removed, and quality improvements in the product roadmap."*

*She is reliable, capable, and highly responsive when it comes to team communications, and executes on a very high efficiency when it comes to getting things done."*

I can provide contact details for any additional references you need.