

Erit Salcedo

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Summary

- Digital Product Manager with over 10 years of experience dedicated to creating and owning great products. Passionate about driving cross-functional teams to solve complex problems with user-centric thinking. Seeking a strategic position at a product-driven company focused on continuously improving their online customer experience.

Professional Experience

Charter Communications (Formerly Time Warner Cable) – timewarnercable.com – Morrisville, NC

Online Product Manager – October 2013 - Present

- Driving cross-functional teams including UX, designers and developers to deliver new functionality and enhancements to our customer-facing e-commerce and customer care sites.
- Creating customer-driven experiences by leveraging qualitative analytics to read into user pain points, and utilizing UX studies to test/optimize solutions.
- Gathering analytics insights to ensure day-to-day product decisions and new efforts are always data-informed.
- Leading Personalization efforts from a Product perspective, developing new personalization capabilities, thinking of ways to utilize personalization to enhance the user experience and achieve strategic goals.
- Utilizing Test and Target program in order to optimize engagement and sales by testing variations of UX/Design elements and personalization.

Notable Projects

- **Global Nav+Header redesign**
Part of the shift to a fully-responsive site, the new layout reduced FED code significantly and showed a lift of 8% in conversion rate and improved Customer Satisfaction ratings in Look & Feel (+4 pts.) and Nav. (+5 pts.)
- **Homepage redesign + Global Header/Footer refresh**
Led a successful homepage redesign in order to improve usability and keep up with current design trends, provide a better balance of Sales/Learn/Support content and extend Existing Customer personalization.
- **Fingerprint personalization capability**
Led development of a Proprietary personalization capability to identify existing customers, pull account information, and use that to provide a personalized experience even without authentication.
- **Personalization efforts**
 - Personalized the HP Hero space featuring a Game of Thrones Hero for Prospects which yielded an order rate of 3.8%, more than double that of the generic hero.
 - Pers. Nav. experience for un-registered Customers leading to 43% higher Registration Completion rate.
- **Project Grayskull (new site for millennials) – Dec. 2015 – June 2015**
Tasked with leading a visionary project to create a brand new site to appeal to millennials, changing not only the way we market services online, but also to a certain extent the value proposition itself.

Project Lead – Promo Strategy – June 2013 - October 2013

- Responsible for the delivery of landing pages and other promotional updates, occasionally outsourcing to an external vendor, but mostly designing, coding and implementing these myself.
- Determining strategy to promote TWC products, offers and events throughout key areas of the site.

Web Producer – Nov. 2011 - June 2013

- Collaborating on the project team for a complete site migration from a proprietary CMS to Adobe CQ5.
- Producing content for English and Spanish sites; ensuring that layout, positioning, graphics, navigation and look and feel of the content are consistent with organization's brand guidelines.

Peopleenespanol.com – New York, N.Y. – People en Español magazine, a Time Inc. publication

Project Manager (Product) – Jan. 2011 - Jul. 2011

- Gathering project reqs. from internal teams (editorial, developers, and designers) and external providers.
- Planning the project to migrate CMS from Vignette to Drupal.

Pisos.com – Barcelona, Spain – Third largest real estate site in Spain

Functional Analyst (Intern) – Platform – Jan. 2010 - Sept. 2010

- Creating specification documents in thorough detail for management review and developer execution.
- Leading the redesigning of PisoCompartido.com, a site acquired by the company, elaborating comps and spec. documents, interacting with internal and external (offshore) development teams.

Claro - claro.com.do – Santo Domingo, D.R. – Leading Telco in the Dominican Republic

Senior Analyst – TV Product – Dec. 2007 - Oct. 2009

- Collaborating on the Product team to develop the new video product line: IPTV (Claro TV).
- Interacting with cross-functional teams and external providers in order to develop new functionalities, services and applications for the video platform.

Claro - claro.com.do – Santo Domingo, D.R.

Senior Analyst – Online Product – Jul. 2005 - Dec. 2007

- Leading a project to implement a centralized CMS (Ektron): elaborating requirements, selecting vendor, supervising implementation and user training.
- Managing customer-facing corporate portals, and the development of local content sites to motivate internet usage, including a portal tailored towards online gamers.

Core Competencies

- Product development and ownership
- Agile Software Development
- Front-End Development
- Cross-functional team leadership
- Marketing Strategy and Analysis
- Site Optimization (A/B Testing)
- Personalization strategy and execution
- Strong communication and presentation skills
- Prioritization and Estimation
- Experience Design (UX)
- Analytics
- Spanish (Native)

Education

Universidad Autónoma de Barcelona (UAB), Barcelona, Spain

Master's Degree – Oct. 2009 - Jul. 2010

Administration of Commerce and Distribution (Marketing, Sales and Distribution)

Instituto Tecnológico de Santo Domingo, Santo Domingo, D.R.

Bachelor of Science - 2000-2005

Systems Engineer