

Caroline Albanese

Product Manager • Human Experience Advocate • Creative Specialist

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Skills

Core: Customer development, UX research and design, User stories, Personas, Usability testing, Competitive analysis, Wireframing, Prototyping, Metrics/KPIs, MVPs, Pitching, and Presenting.

Technical: Proficient in Adobe Creative Cloud, Proficient in Microsoft Office, Proficient in Sketch and Interactive Prototyping (InVision). Experienced in Project Management tools JIRA, Github, Trello, Asana and Basecamp. Experience in CRM tool Salesforce.

Experience

- May 2016 - Present *Product Manager, Ads, The Slate Group*
- Built library of ad products that increased sales proposal success rate 25% YoY
 - Finalized ad experience definition through 2016-2018 site redesign to ensure healthy revenue across direct, native and programmatic advertising
 - 2018 Digiday Publishing Awards Finalist for Best Custom Advertising for *Euphonia*, a mobile audio distribution product
- January 2015 - May 2016 *Product Manager, Ziff Davis*
- Expanded sponsored products for branded content and native ad campaigns
 - Coordinated multi-site strategy for responding to the use of ad blocking software
 - Increased number of new ad products, custom content and editorial sponsorships proposed, booked and its effect on overall revenue numbers nearly 200% YoY
- October 2013 - January 2015 *Product Marketing Communications Associate, Kitara Media*
- Executed company's corporate, field and product marketing strategies
 - Oversaw outside agencies for both investor relations and public relations
 - Provided business development team with client-facing marketing collateral
- May 2013 - October 2013 *Project Coordinator, Kitara Media*
- Collaborated with Creative Director and Product Lead on product development
 - Resolved issues and conflicts by escalating points of potential risks to leadership
 - Managed project scope changes and recommend best solutions to management for most optimal results across teams
- December 2012 - May 2013 *Public Relations/Social Media Intern, REACT to FILM*
- Assisted event planning for monthly film screenings at colleges and MoMA
 - Wrote press releases and supported Operations Manager with student outreach
 - Composed research development to provide educational resources for secondary schools to support courses on sparking social responsibility with film
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Education

General Assembly, Product Management Immersive, Spring 2018

Baruch College, City University of New York, Class of 2013

Bachelor of Arts, Journalism/Creative Writing with a minor in Communications

Awarded Institutional Investor Scholarship in Journalism

Leadership

- April 2018 - Present *Alumni Ambassador, Baruch College Alumni Association*
- March 2018 - Present *Community Volunteer, New York Cares*
- November 2017- Present *Employee Resource Group Leader, The Slate Group*
- May 2012 - May 2013 *Managing Editor, The Ticker, Baruch College Student Newspaper*