

# Flavia Grilli

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## SKILLS

<b>Business</b>	Product Management, Project Management, Enterprise Software, Customer Interviews
<b>Software</b>	Asana, JIRA, Monday, Adobe Creative Suite, Microsoft Excel, Google Analytics, Confluence, Salesforce, HubSpot, Figma, Balsamiq, Airtable, Tableau, Power BI, Sketch, WordPress
<b>Design</b>	Design Thinking, User Experience Design, User Interface Design, Mobile Design, Wireframes
<b>Strategy</b>	Cross Functional Team Lead, Agile/Scrum, User Stories, Product Lifecycle, A/B Testing, Product Roadmap, Lean Startup, Quantitative and Qualitative Data Analysis, Stakeholder Management

## EXPERIENCE

**Gagosian** New York, NY

Product Manager 02/2022 – Present

- Lead end-to-end development, release and post-release iterations of an internal product focused on achieving operational efficiency within the fine art marketplace.
- Negotiate with C-suite and executive-level stakeholders to understand business goals and to prioritize a roadmap for a customer relationship management (CRM) product which leverages data to generate an average of \$1 billion in annual sales.
- Measure key performance indicators (KPIs) and study data reports to identify and implement ways to increase the product's scalability and functionality, leading to the release of new metadata features such as tags and search filters that increased conversion rates by 23%.
- Interview users, create feedback loops and develop frameworks to improve the product discovery process, which led to automating the sales-lead generation process, reducing time spent in customer research by 87%.
- Partner with engineers to leverage application programming interfaces (APIs) that integrate the customer relationship management (CRM) system with the digital asset management (DAM) platform, improving customer satisfaction score (CSAT) by 38%.

**Artfizz** New York, NY

Product Manager 10/2020 – 10/2021

- Led end-to-end development, release and post-release of a new online marketplace as the sole Product Manager at a startup, owning the entire product lifecycle, from planning, to design, implementation, launch, and iteration.
- Scoped the minimum viable product (MVP) and wrote product specifications for the first iteration of an auction feature that resulted in over \$300,000 gross merchandise value (GMV) in the first month following the release, exceeding the target metric by 26%.
- Drove quantitative and qualitative data analysis tracking key performance indicators (KPIs), spearheading user research and using A/B testing to identify pain points that caused drop-out during the sign-up process, to run a design sprint to ship an improved user experience (UX) flow which increased the conversion rate by 68%.

- Wrote user stories and user personas, breaking down an epic into shippable features, negotiating timelines with stakeholders, and prioritizing the backlog, to release a platform of customizable, user-driven storefronts that increased gross merchandise value (GMV) by 234%.
- Led a cross-functional team of front-end and back-end engineers, UX and UI designers, a project manager, quality assurance and data analysts, orchestrating an Agile/Scrum workflow which reduced technical staff time in meetings, calls and emails by 72%.

**Phillips**

New York, NY

Project Manager

05/2018 – 09/2020

- Developed and managed end-to-end project plans and ensured on-time delivery of a suite of auction sales that drove over \$30 million in revenue.
- Partnered with business intelligence to gather data and report on key performance indicators (KPIs) including competitive market research and analysis promoting a 52% cumulative growth in revenue.
- Restructured the project management documents by implementing an Agile workflow, breaking down projects into measurable tasks, managing the backlog and automating processes that reduced manual workload time spent by 70% across the team while increasing accuracy.
- Spearheaded customer research using structured query language (SQL) on a relational database to inform customer targeting, increasing sales by 14.3%.
- Managed partnerships with support teams - legal, finance, marketing, sales, international - to communicate product requirements and ensure timely deliveries for product launch and compliance with regulations, increasing efficiency by 34%.

**EDUCATION**

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**New York University**

New York, NY

Master of Arts (MA), Individualized Study

09/2017

**Fundacao Armando Alvares Penteado**

Sao Paulo, Brazil

Bachelor of Arts (BA), Economics

12/2013

**Pontificia Universidade Catolica**

Sao Paulo, Brazil

Bachelor of Arts (BA), International Relations

12/2012

**AWARDS**

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**Dean's Graduate Scholarship**

New York, NY

New York University

09/2015 – 05/2017

**Undergraduate Thesis Award of Excellence**

Sao Paulo, Brazil

Sao Paulo Council of Economics

05/2014

**Full Tuition Scholarship**

Sao Paulo, Brazil

Fundacao Armando Alvares Penteado

01/2010 – 12/2013