

Jessica Rosiles **Digital Product Manager**

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Profile

Experienced professional who can apply product strategy, marketing, as well as lead collaborations with cross-functional teams to successful product completions in order to help grow revenue and drive success.

Work Experience

Digital Product Manager **Walgreens / Deerfield, IL**

6/2022 – 1/2023

- Built out a new initiative leading to the release of the MVP for the LatinX base on Walgreens.com, making sure it included all important foundational capabilities to continue to expand digital functionality in Spanish.
- Aligned and prioritized core experiences for Walgreens and their customers by creating partnerships across the organization to build out new features, strategies, scoping and sizing.
- Managed roadmaps and backlogs ensuring the team delivered on time including QA testing, UAT, scheduled deployments and addressing any dependencies.
- Collaborated with developers, cross-company teams, and UX/UI to implement improved procedures and process resolution for product issues and concerns while making sure key performance indicators are identified.
- Prioritized top areas by traffic volume, localization, user studies, market research, and data analysis.
- Worked alongside analytics, SEO, and accessibility departments to maximize Walgreens.com investments & create more optimized strategies to establish metrics to measure and track progress on an ongoing basis.

Product Development Manager **Arteza / Miami, FL**

7/2021 – 4/2022

- Manage and lead development for new product/category launches to ensure a timely completion while delivering high quality and safe products that meet design intent.
- Focus on new idealization, concept generation, and product extensions to existing programs or stand-alone products that fill missing category voids. Perform competitive retail landscape analysis.
- Collaborate with merchandising, design, and QA to generate and execute new product and packaging concepts according to guidelines.
- Perform margin analysis and work with Category Merchant team to continually improve overall financial performance of SKU's.
- Daily communication with offshore suppliers to discuss new product development/sourcing, cost & price negotiations, and sampling/prototyping.
- Work with compliance team to ensure products meet safe, age-appropriate guidelines and display accurate information according to rules and regulations.

Product Manager **Team International Group – Kalorik /Miami, FL**

2/2019 – 1/2021

- Managed development, implementation and maintenance of the company product line including database management, documenting processes, and partnering with Marketing, Sales & Customer Service.
- Create and maintain multilingual user manuals. Supervise artwork creation for the product range, production, ensuring artwork coherence with the brand guidelines and issuing approvals to suppliers.
- Ensure that products are in compliance with all current norms and local requirements, file and maintain certification database.
- Assist with all aspects of development procedures, specifying components, packaging and header design, product positioning, pricing, catalog and sell sheet copy, training aides and point of purchase merchandiser.
- Communicate product launches to all internal teams with selling points, leading product demos with visual presentation.

Product Development Associate **The Oliver Gal Artist Company / Hollywood, FL**

10/2016 – 12/2018

- Work with international suppliers in developing new innovative products in factories overseas.
- Advise design and sales team on new development that includes budget, timeframe, and quality.
- Coordinate all purchase orders for factories and manage, track, and maintain product change requests to meet confirmed shipping/delivery dates.
- Negotiate pricing with vendors to meet our cost margin goals.
- Lead product roadmap from concept, pre-production to completion; including product testing, prototypes, and sampling.
- Work with internal teams to have a complete and final approval for overall mass production.
- Identify sales outcome, create reports and implement better concepts to improve customer experience and drive growth.

Education and Certificates

Certified Agile Professional (SSGI-CAP), ID Number: 6960019 3/2023

Six Sigma Global Institute

Bachelor of Science Degree in Graphic Design 3/2011

Art Institute of Fort Lauderdale, Fort Lauderdale FL

Certification in Managing Multiple Priorities and Projects 3/2016

National Seminars Training

Skills and Strengths

- Agile project management
- Adobe Suite (Photoshop, Illustrator)
- Microsoft Office (Excel, Word, PowerPoint, Outlook)
- Azure Dev Ops
- Product management
- Technical Product R&D
- Strong skills in identifying operational issues and recommending solution strategies.
- Great problem solving and leadership skills.
- Time management and detail oriented

Languages

- English /Native
- Spanish / Fluent