**Gabriela Ayala Bernal**

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**EXECUTIVE PROFILE**

**Results-driven Technology Manager with Emphasis in User Experience & Business Development** offering 10+ years’ global experience, advanced knowledge in software/app development cycle and engineering/architecture fundamentals, and proven track record of bringing entrepreneurial vision and passion to the development of new products, along with the leadership to complete projects on time and within budget criteria

**R&D – HITBEATRUN Algorithm:** Lead and own this project backed up with scientific research, by developing advanced algorithms and models that accurately measure and represent audio energy levels. These algorithms will enable the high-interval training platform to provide real-time feedback and guidance to users, enhancing their performance, motivation, and overall experience.

**CAREER OVERVIEW**

MIND BY GAB CORP, MIAMI, FL & BOGOTA, COLOMBIA 2013 TO PRESENT

**TECHNOLOGY CONSULTANT / UX/UI DESIGNER / PRODUCT MANAGER**

***Projects****: Vice Boat Club, Software Home Study, SpinU, Icebreaker, The Shop Boom, Hitbeatrun, Food2Go*

* Led product development from ideation to end-of-life, ensuring strategic planning, feature rollout, and managing product performance against key business metrics.
* Worked closely with engineering, design, operations, marketing, and sales teams, fostering a collaborative environment to bring products to market and capitalize on business opportunities.
* Identified market opportunities, defined product vision and strategy, and understood customer needs to gather product requirements.
* Developed new ideas based on industry experience, customer interactions, and prospects' insights.
* Communicated product goals effectively with all stakeholders, leading the team to achieve them.

DESTINATION PET, DENVER, CO 2023 TO PRESENT

**SR. DIGITAL MARKETING MANAGER**

* Execute and migrate 156 high-conversion personalized website/digital experiences for all locations using tools like Adobe Experience Manager, Adobe Analytics CJA and Adobe Target, for driving the digital transformation strategy by aligning business goals with cutting-edge digital technologies
* Own acquisition strategy and support an ongoing Yourgi marketing plan to drive app downloads of 25% and 2 sessions/month, develop a test-and-learn plan for Bestlife and lead the SEO initiatives
* Optimize and increase customer acquisition by developing and implementing a robust referral program aimed at leveraging existing customer networks to drive new customer acquisitions

***KEY ACCOMPLISHMENTS:***

* Lead the end-to-end migration process of 60 websites to Adobe Experience Manager, ensuring a smooth transition and minimal disruption to business operations in a period of 3 months
* Serve as the key point of contact for the successful onboarding of Sprinklr, and lead the relationship with the website development agency, technology consultants, and paid media vendors

THINKRITE, MIAMI, FL 2021 TO 2022

**DIRECTOR OF PRODUCT MANAGEMENT**

***Projects:*** *BetrMeeting – Collaborative workspace software incorporating conference services, project management, whiteboard, and coaching*

* Recruited by CEO to drive production of company’s cutting-edge software throughout final stages to launch, with responsibility for budget forecasting and ensuring alignment across multiple groups: Product Management, Engineering, Customer Support, Marketing, and Sales.
* Provide technical expertise in the refinement of product roadmaps, development, design, and go-to-market strategies for BetrMeeting app and desktop solutions in collaboration with internal/external teams.
* Translate business requirements into documented navigation paths, UI page layouts, high fidelity wireframes, and/or storyboards used by Product and Engineering team.

***KEY ACCOMPLISHMENTS:***

* Instrumental role in refining the functionality and design of the software into a marketable, scalable product.
* Expedited processes by establishing clear lines of communication between Product and Engineering teams.

BAFU, MIAMI, FL 2021 TO 2022

**UX UI DESIGN TEAM LEAD**

***Project:*** *Bafu – Bank for U (Digital bank with artificial intelligence and Crypto)*

* Applied a user-centered design approach to create an interface that prioritizes user needs, ensuring a visually appealing and intuitive digital banking experience.
* Collaborated seamlessly with engineers to ensure the successful implementation of design concepts, maintaining a cohesive workflow throughout the development lifecycle.
* Demonstrated proficiency in integrating APIs to enhance the functionality, connectivity, and overall performance of the digital banking application.
* Leveraged artificial intelligence to introduce smart features, automate processes, and personalize user interactions, contributing to a more intelligent and responsive banking platform.
* Successfully integrated cryptocurrency features, staying at the forefront of industry trends and providing users with a comprehensive digital banking solution.

PEAH CAPITAL, MIAMI, FL 2020 TO 2021

**PROJECT MANAGER – Technology Department**

***Projects:*** *Funderslink, MedPear, ConciMed, Figrea, Torah App, Rye Capital, Sports Betting Platform*

* Established strong working relationships with internal/external groups in providing market research and ideation to venture capital firm with diverse interests in finance, health/medicine, non-profits, real estate, and sports.
* Drove execution of technology products in fast-paced environments with top-down oversight for adherence to standards of scope, budgets up to $500K, and timelines in collaboration with development teams and digital marketing agencies worldwide.

JOSHI TECHNOLOGIES INTERNATIONAL INC., TULSA, OK 2020

**BUSINESS ANALYST / TECH CONSULTANT**

* Provided technical expertise in evaluating business processes and requirements to develop solutions for the Puerto Boyaca field in Colombia to maintain cost efficiency, collaborating with accounting department and liaising between petroleum engineers and directors to communicate insight and plans.

PROBOOM, MIAMI, FL 2018 TO 2020

**BUSINESS OPPORTUNITY ANALYST / CREATIVE DIRECTOR**

***Project:*** *Management of industrialization and branding process for nutritional product in U.S. and Colombia*

* Managed the industrialization process from chemical formulation to packaging design, management of the food licenses in U.S. and Colombia, nutritional value of the product, input/output costs, supply chain of raw materials, and creation of a new strategy for effective and affordable production line.
* Increased sales by executing direct selling techniques and implementing a results-driven branding plan, public relations initiatives, and social media strategies.

ZAKKOUR TECHNOLOGY GROUP, MIAMI, FL 2019

**MARKETING STRATEGIST / PROJECT MANAGEMENT – App & Software Development**

***Projects:*** *InBite App, Teliox software, New World Oracle website, ZTG social media account*

* Internship with this technology company ranked in the Top 10 in Miami, working closely with software engineers and designers in front-end development, branding, UX/UI, and visual designs of four key projects. Designed/implemented marketing strategies that increased growth in app download and sales by 40%.

**EDUCATION / CERTIFICATIONS**

FLORIDA INTERNATIONAL UNIVERSITY , MIAMI, FL 2020

**BACHELOR OF BUSINESS ADMINISTRATION IN MANAGEMENT & INFORMATION TECHNOLOGY**

ESL Program**,** Texas A&M University, Corpus Christi, TX (2016)

International General Certification of Secondary Education (IGCSE), University of Cambridge (2015)

**TECHNICAL SKILLS / PROFESSIONAL DEVELOPMENT**

**Technical Skills:** Adobe (XD, After Effects, Illustrator, Photoshop, Experience Manager, Analytics CJA, Target,); Apple Xcode (Swift language); Final Cut Pro; InVision; Microsoft Office; Square; Sketch; Wix; Wondershare; WordPress; Slack; Azure; GitHub; Semrush; Merchant Cash Advance CRM (Funderslink); Asana; monday.com; Clubhouse; NIFTY; [diagram.io](http://diagram.io); DevOps; Salesforce; Atlassian (Confluence, Jira, Trello); Figma, Sprinklr

**Languages:** Bilingual English/Spanish; strong cultural awareness acquired from working in global environments

**Seminars:** International Institute of Business Analysts (IIBA) Conference

**PUBLISHED WORKS / MEDIA PRESENCE**

Ayala B, Gabriela. (2021). *Tech Warrior: How I hit rock bottom and technology was my shield*.

Wide media coverage on Colombian television channels and social media on launch of book (2022)

Named as “Young Tech Entrepreneur” with coverage in four newspapers and television/radio interviews in Colombia and two from the U.S., *Miami Herald* and *Las Americas* (2017)