

## Juanjose Bustos

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### EDUCATION

**Florida International University, Miami, FL**

December 2021

Bachelor of Science: Administration in Management

GPA 3.5

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### RELEVANT EXPERIENCE

**Product Manager, Energy Worldnet**

August 2022 – Current

- Successfully led our overseas team in developing a cutting-edge insurance verification feature. This innovative solution utilized our OCR reader to accurately verify insurance certificates, resulting in a remarkable +3.6% Net Conversion Rate for our market
- Managed agile project methodologies, including bi-weekly scrums and daily stand-ups, resulting in a 25% reduction in project delivery time and ensuring projects were completed on schedule
- Documented over 50 platform feature requirements in a detailed manner, providing comprehensive guidance for development efforts and ensuring alignment with stakeholder objectives
- Produced and executed feature prioritization, timelines, and resource allocation, resulting in a 20% efficiency boost in cross-team collaboration based on story points for a fintech client
- Created 15 professional presentation materials for internal and external use, enhancing communication and understanding of product updates and strategies
- Initiated and managed cross-functional collaborations with 7 teams, resolving 20+ project dependencies and improving project delivery rate by 25%

**Product Manager, Blueflowtech**

October 2019 – August 2022

- Identified customer issues through data analysis, consumer research, and customer insights; tracked consumer behavior patterns using abandonment and click-through rates, resulting in a 15% increase in resolving customer issues
- Aided in writing product-specific commentary for internal or external client usage, including regulatory-required annual reports and prospectus updates, as well as quarterly specific materials
- Facilitated requirements definition, partnering with various teams across the company, identifying 15 dependencies and relative priorities, while working with stakeholders
- Supported Senior product manager on 15+ customer interviews, contextual inquiries, focus groups, and design sprint workshops to understand consumer needs
- Developed Product Insight Dashboards, enabling stakeholders to gauge effectiveness of product releases and its operational success
- Constructed professional presentation materials for both internal/external usage

**Product Intern, Blueflowtech**

June 2019 – October 2019

- Played a pivotal role in 2 successful product launches, actively contributing to QA testing, logging, and tracking of more than 15 issues, and ensuring their prompt resolution before the go-live phase
- Spearheaded data-driven product enhancements, leading to a remarkable 20% increase in user engagement within a 3-month period through strategically targeted feature improvements
- Gathered market validation research by conducting a virtual survey involving over 100 participants, providing valuable insights that informed crucial product development decisions
- Mapped out intricate product workflows and created 5 detailed wireframes, gaining valuable experience using Figma and Miro

**Marketing Specialist, J&J Stone Tops**

February 2019 – June 2019

- Boosted social media engagement by an impressive 15% through the strategic implementation of user-generated content campaigns, enhancing brand interaction and online presence
  - Consistently surpassed quarterly growth targets by an average of 12%, demonstrating a strong ability to achieve performance goals
  - Executed A/B experiments for web products, improving conversion rate by 10%, resulting in additional \$10k in monthly revenue
  - Advanced and executed marketing strategies that led to a 30% increase in brand visibility and a 20% increase in sales
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### LEADERSHIP

May 2024

**Scrum Alliance**, Obtain certification for Scrum Product Owner (CSPO) from Scrum Alliance

**Vice President, The Future Business Leaders of America-Phi Alpha Lambda**

August 2018 – April 2020

- Directed successful fundraising events, raising \$15,000 to finance transportation and travel expenses for competitive national team
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### SKILLS & ABILITIES

- **Financial Analysis:** Proficient in financial reporting, modeling, and risk management
- **Technology:** Agile, SDLC, Jira, Confluence, Miro, Microsoft Access and MySQL, Tableau, Power BI, Python, VBA
- **Other:** Spanish, Soccer, Snowboarding, Sailing