

Sarah Bacchus



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Product Manager with expertise in e-commerce, leading successful product launches by integrating AI-driven features to enhance user experience and engagement. Demonstrates strong analytical skills in market analysis and data synchronization, optimizing support processes and reducing customer inquiries by 74%. Committed to aligning product strategies with customer needs, leveraging cross functional collaboration to drive impactful initiatives and maintain a competitive edge.

Experience

PRODUCT MANAGER | GODATAFEED | APRIL 2021 – PRESENT

A SAAS platform that helps syndicate and optimize shopping feeds for multichannel e-commerce platforms.

- Spearheaded the go-to-market strategy for an integrated partnership, successfully replacing a deprecated app solution and increasing retention from 16% to 45%, exceeding partner expectations.
- Developed and refined user guides, Help Center resources, and support workflows, reducing customer inquiries by 74%. This efficiency enabled Account Management to expand managed service accounts by 28.6%, contributing to company revenue growth.
- Collaborated with engineering, design, and business stakeholders to align product roadmaps with customer needs. Managed shifting priorities due to deprecated APIs, ensuring smooth sprint execution while maintaining focus on UX/UI enhancements.
- Specialized in e-commerce platform integrations and data synchronization, leveraging analytics to optimize product strategies, enhance user experience, and drive adoption across digital ecosystems.
- Administered customer-facing tools like Zendesk and Hotjar, using session recordings, user feedback, and automation to streamline workflows, proactively address friction points, and improve customer satisfaction.

ART DEPARTMENT MANAGER | FINEAWARDS.COM | AUGUST 2016 – FEBRUARY 2020

A design & production powerhouse dedicated to providing Fortune 500 companies, sports franchises, & philanthropic organizations custom glass trophies, awards, & plaques.

- Delivered superior customer service through multiple channels, resolving issues efficiently and escalating when necessary to ensure client satisfaction.
- Managed 50-150 daily orders with expectational accuracy, maintaining high-quality standards and meeting production deadlines. Directed production workflows, timelines, and schedules while collaborating with merchants, vendors, and printing plants to optimize efficiency and product quality.
- Developed and implemented department training systems, restructuring processes to reduce errors by 60% and improve operational performance. Oversaw daily order management, ensured timely handling of rushed orders, and proactively addressed customer delays to maintain trust and satisfaction.

ASSISTANT STORE MANAGER | DSW, INC | MAY 2012 – AUG 2014

A design & production powerhouse dedicated to providing Fortune 500 companies, sports franchises, & philanthropic organizations custom glass trophies, awards, & plaques.

- Orchestrated nationwide jewelry rollout, catapulting store to top two in sales among 400 locations. Implemented strategic initiatives, driving substantial revenue growth.
- Conducted critical store operations, including meticulous audits, video reviews, and coaching logs. Managed key administrative responsibilities, including authorizing key turns, auditing supplies, and overseeing opening and closing procedures with precision.
- Mentored associates in performance improvement strategies, fostering a culture of continuous growth. Pioneered customer service solutions for complex situations, enhancing overall satisfaction. Developed creative approaches to resolve intricate issues efficiently.

Credentials

- Certified Scrum Master – September 2023 - Scrum Alliance ID 001571781
- Certified Scrum Master Product Owner – February 2023 – Scrum Alliance ID 001622401
- BrainStation – Data Analytics – July 2024 – August 2024

Education

- Associate of Arts in Graphic Design | Broward College - Davie, FL - 2011
- Data Analytics & AI, Bachelor of Applied Science | Broward College - Davie, FL - 2025

Affiliations

- Women of Customer Success – January 2024
- South Florida Women in Tech – September 2023
- Women in Tech and Entrepreneurship – January 2024
- Feeding South Florida – January 2010