**LUIS CARLOS DIAZ**

999 SW 1st Avenue Miami, FL 33130

202-878-0828 ٠ luis.diaz@taskspace.me ٠ [LinkedIn](https://www.linkedin.com/in/luisc-diaz/)

**PRODUCT OWNER ∙ SENIOR BUSINESS ANALYST**

Cloud-based software development product owner, product manager, and senior business analyst. Agile SDLC management, requirement data gathering, business process modeling, data, and business analysis.

SDLC Project Scope, Planning and Resource Allocation Agile and Scrum Product Management

Program Requirements Gathering and Documentation Process Flowcharts, Data Analysis, and Visualization

Database Construction and Administration Data and System Automation and Integration

System Technical and User Documentation Client Adoption, Retention, and Value Management

Jira Agile Project and Escalation Management Product Management Roadmaps and Execution

**Senior Business Analyst/Product Owner MartianCraft 04/2022 – 07/2025**

Ownership over Mobile App GTM launch and Apple Vision Augmented Reality and Virtual Reality cross-industry use cases. Networked with analysts, vendors, and speakers at Apple's Worldwide Developers Conference (WWDC) to determine trends and market needs forming marketing campaigns based on findings. Developed high quality business requirements in an Agile environment for mobile apps that create linkages between CRMs, ERPs, and POS in manufacturing, distribution center, and retail environments creating unified experiences for internal development teams and customers.

* Worked with engineering, QA, professional services, and technical operations during design and implementation to shape the technical feature set and usability of the product and ensure the highest quality products delivered on-time, on budget and with superior performance and support.
* Analyzed Apple Vision AR and VR and other mobile app business requirements and provided recommendations regarding current business functions and processes, functional gaps, workarounds, and total solutions. Analyzed and ensured performance requirements.
* Transformed the high-level vision of the product manager into detailed requirements.
* Collected, managed, and synthesized requirement for feature requirements and detailed use cases.
* Explained designs and constraints to stakeholders, writing user stories for development teams.
* Planned and managed execution of product roadmaps, development schedules, and component designs.
* Coordinated business and contractual arrangements with partners.
* Developed specifications, workflow and documentation utilizing facilitation skills, interviews, business, and market research to develop detailed requirements.
* Defined project requirements and specifications analyzing the potential risks/benefits involved in using the specified solution. Root cause analysis.
* Conducted triage meetings and championed solutions through to resolution providing oversight and insight into the overall customer experience.
* Managed the delivery team’s backlog, work prioritization, assignment, and tracking in Trello.
* Supported the product management team in the execution of the product’s vision to ensure alignment with company objectives and the market demands leveraging scrum agile methodologies.
* Managed execution of product roadmaps, development schedules and product/component designs.

**Global Marketing Analyst MedSafe International 08/2019–04/2022**

Provided strategic marketing support for a distributor of medical devices and equipment creating sustainable solutions for hospitals in Latin America and Spain creating supply chains for used and expired medical devices exporting from the U.S. new innovative devices that can rarely be found in the market for fair prices allowing global medical institutions a sustainable development and profitable growth path.

* Managed end-to-end campaign development—from concept to execution—consistently meeting and exceeding performance goals and achieving 12% to 20% year-over-year growth in web traffic, brand mentions, and conversion rates within niche markets.
* Spearheaded digital brand transformation, contributing to a 10% increase in qualified inbound leads.
* Introduced new positioning guidelines and branding assets to unify communications and visual identity.
* Performed Google and LinkedIn PPC Ads improving CPC and CTR boosting qualified lead generation.
* Developed bilingual marketing funnels and liaised with stakeholders across multiple time zones to align on branding initiatives and communications strategies.
* Created SEO-optimized content, leading to a 20% increase in web traffic.

**Program Manager Hewlett-Packard Enterprise 01/2016–12/2017**

Directed B2B marketing initiatives for the Caribbean region, driving demand generation through strategic partnerships for the go-to-market strategy for HP’s first plug-and-play solution globally. Managed the business relationship between HPE and service provider partners to enhance communication and marketing strategies.

* Developed solutions and adjusted for market-sizing to adjust for global markets with a storage unit and networking with disaster recovery on the cloud.
* Implemented and scaled account-based marketing (ABM) strategies driving targeted engagement, improving lead quality, and supporting sales enablement initiatives, increasing sales by 14% in 2016 and 16% in 2017.

**Account Manager Colombian Marketing Agency 01/2013-01/2016**

Managed multiple accounts for American and Colombian organizations doing business in Colombia including academia, international shipping, and Tecniconsulta. Directed B2B growth Initiatives driving strategic partnerships and demand generation.

* Performed Campaign Strategy & Design partnering with the Lifecycle Marketing to advise on email campaign structure and translate strategy into scalable, automated programs that drive engagement and results.
* Created and optimize email funnels, develop nurture campaigns, and deploy email lifecycle campaigns.
* Leveraged embedded email video and dynamic images for engaging content showcasing product features and benefits, leading to an increase in email response rates from cold prospects compared to text methods.
* Leveraged UTM Codes to perform A/B tests improving traffic, conversions, and revenue.
* Tested ad copy, keywords, email signature banners, images, and video variables for deep traffic analysis. Update subject lines, preview copy, and test emails. Continue to iterate A/B Copy.
* Developed and monitored the email and associated campaign calendars. Schedule and tweak on performance.
* Performed integration and programming of campaigns linked to the marketing tech stack including HubSpot.
* Created and optimized email funnels, developed nurture campaigns, and deployed email lifecycle campaigns.
* Leveraged UTM Codes to perform A/B tests improving traffic, conversions, and revenue. Test ad copy, keywords, email signature banners, images, and video variables for deep traffic analysis. Update subject lines, preview copy, and test emails. Continued to iterate A/B Copy.
* Analyzed database segmentation, developed marketing campaigns and workflows, optimized lead nurturing processes through various channels.
* Managed campaign spend and billables to deliver results at or below marketing budget.
* Launched associated paid ad campaigns (Google & LinkedIn Ads), improving CPC and CTR.
* Developed and maintained reusable templates and modular components for consistent campaign builds.
* Owned the QA process monitor inbox placement, list hygiene, and domain health while ensuring compliance with regulations.

**EDUCATION**

Masters in Marketing, Macquarie University 08/2011-12/2012

Bachelor’s Degree, Marketing and Advertising Polytechnic University 05/2008-05/2011

**CERTIFICATION**

Digital Marketing, Georgetown University, Washington, D.C. 2018

**CERTIFICATE STUDIES**

Agile and Scrum

**LANGUAGE SKILLS**

English/Spanish Bilingual