

BARSHA KHANOM

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www.cvwriterbd.com



Dhaka

**LANGUAGES**

Inglés – Bilingual

Español – Native

**WORK EXPERIENCE**

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| --- | --- |
| Ecommerce Product Owner **- CongoBasin INC, Arlington VA** | 02/2016 - Present |

Employing over 1M people, CongoBasin is the largest online retailer in the world. At their Arlington, VA Hub, as a product owner for congobasin.co's Office Electronics department, I have led a multidisciplinary team of 20 software developers, UX designers, and data scientists focusing on:

• The analysis of user behavior and conversion reports along the checkout funnel

• Developing A/B tests using Optimizely and vue.js and overseeing KPIs evolution

• Coordinating all marketing campaigns for the vertical with the Ops. and Marketing teams

During this period, 210 tests have been successfully deployed and 112 new features have been adopted permanently, contributing to a 60% increase in the Global conversion rate YOY.

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| --- | --- |
| Product Manager **- TechBite, Palo Alto, CA** | 01/2014 - 02/2016 |

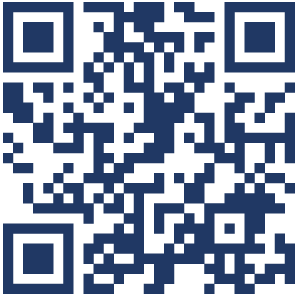
Techbite is the biggest Tech news site in the United States, with over 9M monthly unique visitors. At TechBite I was part of the team that successfully launched BiteBase, their famous directory of startup companies, in 2015. As a BiteBase team member I Designed BiteBase premium plan features along with a small team of 2 UX designers and 2 Front-End Developers, and measured performance and proposed iterations to improve user experience and the main business KPIs.

**EXECUTIVE SUMMARY**

Over a 12 year career in tech, working in Latam and the United States, I have played an essential role in developing and improving a wide range of digital products and services across different industries and business models; from Saas, to Digital Media and Ecommerce where I have found my biggest passion.

**MORE ABOUT ME**

Visit my online CV by scanning the QR code:



**ACADEMIC BACKGROUND**

2017 - **Master in Management** - Woolft College

2011 - Alumni - **YCombinator**

2008 - Business & management - **Universidad de los Andes Bogotá**

**HARD SKILLS**

Tableau

Mixpanel

Google Analytics 360

Notion, Trello, Gira …

Zendesk, Intercom …

Ecommerce Project Manager

**COMPLEMENTARY EDUCATION**

Profeasional Git and GitHub - Platzi

Design Thinking with Minds Garage - Platzi

Illustration for digital products - Platzi

Web Development basics - University of Michigan on Coursera

Programming Foundations by Coursera - Duke University on Coursera

HTML CSS JavaScript course for Web Developers - Coursera

**CERTIFICATES**

PMPs & CAPMs

**P. Management Institute**

Search & Shopping Campaigns

**Google Ads**