

Rachel Almeida

Senior Product Manager

Senior Product Manager with 10 years in software development and a background in Cognitive Psychology and Front-end engineering, recognized for delivering innovative, user-focused products. Experienced in turning complex challenges into practical solutions, consistently leading teams to exceed expectations. Known for smart decision-making and driving product adoption from ideation to launch.

✉ blantonalmeida@gmail.com

📞 9197419692

📍 United States

🌐 rbalmeida.com

🐙 github.com/almeidarb

SKILLS

Roadmap development and execution

Stakeholder management and communication

Agile methodologies

Front-end engineering: HTML, CSS, JavaScript

Cross-functional leadership and collaboration

User research

Launching products from ideation to market

Application of psychological principles in product design

Proficient in tools: Airtable, Asana, Confluence, GitHub, Jira, Lucidchart, Miro

WORK EXPERIENCE

Senior Product Manager

United Talent Agency

01/2023 - Present

Los Angeles, CA

Achievements/Tasks

- **Drive Product Strategy:** Lead product strategy and roadmap development by managing stakeholder relationships and gathering comprehensive requirements aligned with business objectives.
- **Collaborate with Engineering:** Work closely with engineering teams to consolidate products, enhance user adoption, and implement data cleanup initiatives.
- **Transform User Experience:** Successfully led the redesign of the Pursuits application, transforming the user interface and consolidating eight different data entry points into a single entry point, significantly increasing user engagement and enhancing data integrity.
- **Utilize Modern Tools:** Employed Airtable as the foundation for a rebuilt agency application, Pursuits, creating a modern design that enhanced usability and streamlined workflows for agents. Leveraged custom development within Airtable to circumvent the need for individual business licenses for each user, resulting in an annual savings of \$60,000 for the company.
- **Implement Performance Monitoring:** Integrated Datadog for monitoring application performance and user interactions, enabling data-driven decisions for continuous enhancements and ensuring a seamless user experience.
- **User Adoption:** Successfully led the consolidation of the Profiles and Contacts applications into a single application. This enhancement drove monthly sessions to 10.2k, representing a 15% increase from the previous month, while significantly improving user engagement and data integrity.
- **Developed a custom Azure web application** to host the company podcast, resulting in an annual savings of \$20,000 by eliminating the need for third-party tools.

WORK EXPERIENCE

Senior Product Manager

American Psychological Association

12/2021 - 02/2023

D.C.

Achievements/Tasks

- Managed the development and execution of courseware products for higher education, ensuring alignment with educational standards and stakeholder needs.
- Served as a Scrum Master, facilitating agile ceremonies and driving project timelines to ensure on-time delivery of educational materials.
- Built and maintained strong relationships with leading psychologists and academics, leveraging their insights to enhance product offerings and drive market relevance.
- Conducted market research to identify trends and needs in the psychology community, developing value propositions that resonate with educators and students.
- Collaborated with cross-functional teams to create and optimize user-friendly courseware, enhancing the learning experience for students and instructors alike.

Product Manager

Criteria Corp.

01/2020 - 02/2021

Los Angeles, CA

Achievements/Tasks

- Led the development and launch of the first gamified emotional intelligence assessment, transforming the user experience and increasing engagement.
- Defined and prioritized product feature requirements based on user feedback and market research, ensuring alignment with client needs and industry trends.
- Collaborated with cross-functional teams to develop go-to-market strategies and training materials, enhancing the product's visibility and adoption among clients.
- Oversaw the beta release of new features, gathering user insights and data to inform iterative improvements and drive product success. Fostered strong relationships with clients and stakeholders to ensure their needs were met and exceeded throughout the product lifecycle.

Associate Product Manager

Ad Hoc LLC

02/2019 - 02/2020

Remote/McLean, VA

Achievements/Tasks

- Led the rebranding of the Blue Cross Blue Shield enrollment web application, enhancing the user interface and improving user experience through intuitive design principles.
- Collaborated with cross-functional teams to streamline enrollment processes, resulting in a more efficient user journey and increased conversion rates.
- Managed release cycles and agile ceremonies, ensuring timely delivery of project milestones and alignment with stakeholder expectations.
- Developed and maintained documentation for product features and user guides, facilitating better understanding and adoption among end-users.

Front-end Engineer, Technical PM

Momentfeed

05/2016 - 02/2019

Santa Monica, CA

Achievements/Tasks

- Served as the Front-End Engineer for local landing pages and store locator features, delivering user-friendly interfaces that enhanced the customer experience.
- Mentored and led a team of three junior developers, providing guidance on best practices in front-end development and fostering their professional growth.
- Trained the UX designer in front-end development techniques, bridging the gap between design and implementation for improved collaboration and project outcomes.
- Actively participated in agile development processes, including sprint planning and retrospectives, to ensure alignment with project goals and timely delivery.