

RACHELE E. LOUIS

718.909.1779 | louis.rachele@gmail.com | www.rachelelouis.com

Product leader with 4+ years of product experience (11+ years professional). Proven ability to lead product development and strategy from ideation to launch. Seeking a product manager role at an innovative tech company where I can use my skills and experience to build digital products that improve the ways we live, work and play.

EXPERIENCE

LIFEWEB 360 | *Cofounder & Lead Product Manager* | Mar 2019 To Aug 2023

CHICAGO, IL

LifeWeb 360 is a venture backed B2B2C SaaS platform for communities to commemorate the life of members who have passed.

Agile Product Development

- Led the product development process from ideation to launch, including designing and building the initial MVP, managing an external development team, and establishing an internal development team for continuous agile feature deployment.
- Grew the user base for our D2C product by 412% with an NPS of 66 by developing a data driven product strategy around improving acquisition, through experimentation via Google Ads, and improving activation conversion rates through repackaging user generated content.

Impactful Projects

- Implemented an internal automated book layout algorithm and tool for our support design teams decreasing customer support time for our memory book product by 90%.
- Implemented social sign on & invitation user flows, managing the user stories in JIRA using the Kanban framework, to decrease account creation time by 43% and user conversion by 11%.

Go to Market

- Conducted market analysis of competitor sites and created new UI/UX assets in Figma and Adobe Creative Suite and user flow, boosting our monthly landing page traffic to over 4000 visitors/month on average.
- Developed a new innovative growth hacking initiative leveraging the GPT-3.5 Turbo AI model for our B2B2C customers increasing conversion from social media channels to site visitors by 30%.

Analytics

- Developed company dashboards integrating data analysis across first party platform data, third party analytics and revenue sources into Zoho Analytics.
- Implemented A/B experiments using Segment, Google Optimize, and first party data in Zoho Analytics and Mixpanel/FullStory to improve top of funnel conversion metrics and in product usage metrics.

L3 CAPITAL | *MBA Intern* | Jan 2019 To Mar 2019

CHICAGO, IL

L3 Capital is a vertically integrated real estate investment manager focused on prime urban retail properties.

- Led the product development process for an MVP dashboard used to automate the implementation of SiteSeer, a market analysis software, into the team's acquisition workflow.

GENSLER | *Architect & Architectural Designer* | Oct 2010 to June 2017

SAN FRANCISCO, CA

Gensler is the world's largest global design and architecture firm with 5,500+ employees.

- Collaborated with other architects and engineers on the design and construction of office buildings/campuses located in the Western US ranging in size from 78,000 sf to 1.3 million sf.

ADDITIONAL SKILLS

SQL · Python · Javascript · HTML · CSS · Analytics/Data Analysis · Confluence · Jira · Adobe Creative Suite · Design · Figma · Scrum · User Experience · User Interface Design · JTBD · Product Management · Problem Solving · Product Development · Product Strategy

EDUCATION

SCRUM ALLIANCE - *Certified Scrum Product Owner (CSPO)*

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY

Evanston, IL

Master of Business Administration Degree, 2017 to 2019

RENSSELAER POLYTECHNIC INSTITUTE

Troy, NY

Bachelor of Architecture, 2010