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EXPERIENCE

PRODUCT MARKETING MANAGER

Innovators for Purpose/ Cambridge Public Library – Education

June 2019 - Present | Cambridge, United States

- **Captured and translated users' stories** into GTM strategies, through design thinking workshops
- **Created engaging user messages** and digital marketing strategies focused on customer acquisition
- **Conducted user research** both qualitative and quantitative, through on-site customer interviews/observations
- **Coached a team of 6** on the IBM Enterprise Design Thinking methodology.

PRODUCT MANAGER & DESIGNER

IXL Center for Innovation – Pharma / Healthcare

January 2019 – April 2019 | Boston, United States

- **Defined project scope and deliverables** to ensure consistency with company strategy and expected revenue of \$300M.
- **Captured and translated users' stories** into technical specifications for product backlog and interaction design (UI/UX).
- **Managed concept-to-launch** of pharmaceutical AI-powered Chatbot, shortening acquisition & diagnosis process of 700K+ new customers.
- **Managed communication effectively** within a cross-functional team, ensuring right message delivery.

JR. BRAND MANAGER

AMARA (Participatory Culture Foundation) - SaaS

June 2018 – December 2018 | Boston, United States

- **Improved brand positioning and user research** by providing product management and marketing knowledge to managers.
- **Boosted product development**, serving as the liaison between design, sales, and the user.
- **Assembled a content strategy across the different platforms**, achieving a 6% conversion rate optimizing messaging and targeting.
- **Designed and launched a re-branding strategy** using data analysis to unveil user needs.

PRODUCT DESIGNER

Toyo Tunnel – Civil Engineering (Remote)

May 2017– Current | Medellin, Colombia

- **Led UI's re-design process** of Colombia's largest civil engineering project.
- **Increased awareness**, engagement, and reach to more than 50K people.
- **Improved product NPS by 15%** by capturing user's feedback.

PRODUCT MARKETING ASSOCIATE

Distrihogar S. A – Textile & Furniture

May 2015 – May 2017 | Medellin, Colombia

- **Designed B2B and B2C marketing messaging** for four different BU 's of Colombia's largest Home Textile company
- **Enhanced customer experience** within the various storefronts by developing and improving products and marketing activities.
- **Improved sales (15%) and inventory turnover in one month**, enhancing the visual merchandising and layout strategy.

EDUCATION

MS - International Marketing

Hult International Business School

Specialization: Product Management, Marketing Analytics, Customer Behavior T.A for 6 months - Marketing Analytics

MS - International Business

Hult International Business School

Specialization: Brand Management and Digital Marketing

BA - Graphic Design

Pontificia Bolivariana University

Specialization: Branding, Product Design and Marketing

T.A for 1.5 years – Brand Strategy

CERTIFICATES

Enterprise Design Thinking Practitioner
IBM

Software Development Lifecycle
University of Minnesota (in progress)

Product Management with Lean, Agile and System Design Thinking
Boston University (in progress)

Social Media, Email, Content Marketing, HubSpot

Google Analytics Advance - Google
Innovation Management - GIM Institute

SOFTWARE

Design:

Illustrator, Photoshop, InDesign, XD, In Vision

Management

Microsoft Office, JIRA

Analytics:

Tableau

PROJECTS

IBM Ideathon – Product development hackathon – 1st Place

Citibank / MIT – FinTech product development hackathon – 4Th place

Flywire – Product expansion strategy

AI 4 Good – IBM Call for Code initiative

LANGUAGES

Spanish - Native

English - Fluent

Portuguese – Beginner