

Denisse Almazán

Product Manager

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Experience

SCALA HIGHER EDUCATION

Product Manager

State of Mexico (hybrid)

June 2025 - Present

Increased student platform engagement by 25% through the redesign of core digital touchpoints.
Spearheaded the end-to-end optimization of the digital student journey for the Latin American market.
Led the integration of AI-driven conversational tools to personalize student support and improve lead qualification.
Developed and executed data-driven product roadmaps aligned with global EdTech trends and institutional growth goals.
Orchestrated cross-functional squads (Engineering, UX, and Marketing) to deliver high-impact features under Agile methodologies.
Established and monitored key performance indicators (KPIs) to drive continuous product health and user satisfaction.
Synthesized qualitative user research and market analytics into actionable insights for iterative product development.
Managed stakeholder expectations across multiple departments to ensure alignment between technical feasibility and business vision.

Mexico City (hybrid)

BRIVÉ SOLUCIONES

Product Specialist

April 2024 – January 2025

Manage technological projects for internal and external clients, ensuring their needs are met effectively.
Carry out benchmarks and user research to propose product improvements.
Lead design sprints to address client needs and solve problems in a timely manner.

SCALA HIGHER EDUCATION

Product Manager

State of Mexico (hybrid)

March 2024 - April 2024

Improvement in enrollment flow by 33%.
Optimization of enrollment sites for applicants at Utel University.
Identify trends, competitors, and opportunities in the market.
Understand users' needs, desires, and behaviors.
Work closely with design, development, marketing, and sales teams.
Define, document and prioritize product requirements.
Monitor the product's performance in the market.
Collect and analyze user feedback for future improvements.

Product Analyst

November 2022 - March 2024

Improve user experience on websites and chatbot, increasing sales and reducing 79% in cancellations.
Manage e-commerce projects and digital marketing strategies.
Develop content for marketing campaigns and give workshops and conferences.

Education

UTEL UNIVERSITY

August 2023 - February 2025

Master of Business Administration in Sports Management. GPA 9.5

Date Relevant Coursework: Specialization in strategic learning facilitator

ESCA - INSTITUTO POLITÉCNICO NACIONAL

August 2016 - July 2021

Bachelor's Degree in Commercial Relations. GPA 8.4

Date Relevant Coursework: Red MX student leadership; student forums

CECyT 2 “MIGUEL BERNARD” - INSTITUTO POLITÉCNICO NACIONAL

August 2013 - July 2016

Technical Degree in Digital Graphic Design; swimming team

Skills & Interests

Technical: Google Workspace, Microsoft Office 365, Looker Studio, Google Analytics, Tableau, inConcert, Trello, Jira, WordPress, Strapi, Figma, Miro, Illustrator, Photoshop, CapCut, Canva, Salesforce, Inconcert, ChatGPT, Gemini, Copilot, Clickup

Language: English (C1 Advanced, EFSET English Certificate 70/100)

Interests: Football, photography, travel