Isidora Rollan Zegers

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I have 6 years of experience in consulting and financial products, ranging from developing sales and marketing strategies to product launches of customer-centric digital experiences. I have proven analytical and interpersonal skills and am comfortable leading technical and non-technical teams effectively, which made me consistently have more responsibilities. Graduating in May, focusing on building hard skills to be more effective with engineering teams.

WORK EXPERIENCE

Utility Partnerships Marketing - Data Analysis Intern Jun 2023 – Aug 2023
3Degrees Inc, San Francisco, CA
- Streamlined the manual, error-prone monthly reporting process by conducting in-depth interviews with program managers and analyzing existing data workflows managers to standardize data management practices.
- Successfully integrated data sources and tools to create a more efficient and cost-effective data analytics ecosystem for the Utility Partnerships team.

Business Analyst Mar 2021 – Jun 2022
Falabella Financiero, Chile
- Rolling out an onboarding digital experience, increasing sales by 10x checking accounts and 2x credit cards.
- Led a team of 10 developers through agile methodology, partnering with cross-functional teams to prioritize and implement new features that enhance business and technical goals while keeping a smooth user experience.
- Optimized the process of opening banking products from 1 hour in a branch to 5 minutes online by continuously looking for opportunities for improvement and global benchmarks.

Head of Product, Credit Card Apr 2020 – Feb 2021
Banco Falabella, Chile
- Increased credit card sales by 7x in digital channels by collaborating with e-commerce partners by launching a new digital credit card with a discount on the first purchase on those partnerships.
- Capable of bringing ~350K new clients, adding $1M of income to the bank in one year through innovative marketing campaigns and revenue management.
- Led two Product Managers to develop sales for credit cards, set OKRs, prioritize initiatives, analyze profitability, create and implement a marketing and sales plan, and present results from the CEO taking care of the complete product life cycle.

Product Manager, Digital Channels Apr 2019 – Mar 2020
Banco Falabella, Chile
- Improved productivity of engineering and operations teams by unifying the web and app experiences across two core businesses and simplifying the digital experience of over 500K clients.
- Managed new developments of Banco Falabella's App and web with tech teams and stakeholders across product, marketing, risk, and fraud, aiming to meet company and customer needs.

Business Analyst Mar 2016 – Jan 2018
McKinsey & Company, Chile
- Led client teams of 2 to 3 people to deliver compelling and actionable strategies for an airline, a bank, and a forestry company, showing high flexibility and capability to work under pressure.
- Founded the Data Governance Team for a bank in Chile and built the main structure to implement Big Data Analytics.
- Reduced general costs by 30% in a forestry company, unifying the three main branches of the company.

EDUCATION

Master's Degree- Information Management and Systems Aug 2022- May 2024
University of California, Berkeley
Relevant Coursework: Negotiation, Data Science, Full stack Architecture, Behavioral Economics, Applied Natural Language Processing, Computer Vision, Data Engineering
Teaching Assistant: Investments and Managerial Accounting at Haas School of Business, Information Law & Policy
Certificates: Applied Data Science

Bachelor of Business Administration (B.B.A) - Business Administration Mar 2011-Dec 2015
Pontificia Universidad Católica de Chile
Relevant Coursework: Economics, Business Administration, Marketing, Finance and Strategy.
Teacher Assistant: Financial Accounting, Managerial Accounting, Corporate Finance and Econometrics.

SKILLS AND TOOLS

Skills – Product Management, Team Leadership, UI/UX, data analytics, BI, marketing plan, financial products, revenue accounting.

Tools – SQL, PostgreSQL, Python, Figma, Jira, Tableau, PowerBI, Confluence, Excel, PowerPoint, HTML, CSS, React, Docker, Postman, AWS.