



LARISSA NEGRI

PRODUCT MANAGER

Innovation SaaS Tech CS

larissahannickel@gmail.com

+34 653 189 930

larissanegrihannickel

LANGUAGES

Portuguese - Native

Spanish - Fluent

English - Fluent

PRODUCT SKILLS



Customer Focus, Market Research and Analysis, Data Analysis, Agile Methods, Product Metrics and KPIs, Prioritization Methods

SOFT SKILLS

Communication, Problem Soling, Negotiation, Time Management, Empathy, Adaptability, Entrepreneurial Mindset

HOBBIES

Practicing sports are what keeps me moving every day, along with my passion for fashion and animals.

ABOUT ME

I'm a Brazilian product manager living in Spain, now specializing in product ownership and innovation. Through my experience and background in customer-centric roles, I've developed a profound understanding of market dynamics and client requirements. My diverse experience across different industries provides me with a unique perspective to drive impactful solutions. I'm excited to join a cross-functional dynamic team focused on innovation and delivering results!

WORK EXPERIENCE

- Currently Jan. 2024 Product Manager/ UX Researcher Franceschini Studio Barcelona
- Prioritize user needs to drive a user-centric approach in a existent and new projects
- Identify opportunities for innovation implementation to benefit our clients
- Help to define success metrics and KPIs for the clients projects
- Collaborate closely with UX/UI Director and different partners to implement user-driven changes
- Use a Proficient in quantitative and qualitative research methods

Product Management Mentor All Women Barcelona
- Organize mentoring sessions with students
- Provide feedback and suggestions on their project frameworks using Figma
- Guide students on achieving success metrics for their projects

Jan . 2024 Aug. 2023 Customer Success / Product Expert Doctoralia Barcelona
- Colect user and market insights to inform iterative changes and updates to the application
- Conduct technical product presentations for clients to showcase functionality and benefits
- Develop, maintain, and expand client accounts, guided by monthly KPI's
- Analyze monthly data to identify opportunities for improvement and enhance results
- *Achievement: Became a proficient product expert within just 2 months of joining the company

Aug. 2023 Nov. 2022 Media Project Manager - Special and temporary project Planeta DeAgostini Barcelona
- Introduce innovative tools within the team to streamline workflow processes
- Collect and analyze data to do a monthly and quarterly reports
- Develop media plans for 20 markets across America and Europe
- Conduct negotiations with agencies and media providers to optimize resources and outcomes
- *Achievement: Successfully executed a multi-market media campaign spanning 20 markets

Nov. 2022 Jul. 2019 Business Developer - New Market Product Launch Gypass Madrid
- Identify market needs to effectively launch a new product in Portugal
- Develop and organize a comprehensive communication strategy targeting both existing and potential clients
- Collaborate with the operational team to manage account creation and maintenance using Salesforce and Jira as essential daily tools
- Colect user and market insights to drive iterative changes and updates to the application
*Achievements: Growth from 30 to 2.500 users in 1 year - Portugal Market

July 2019 July 2018 Customer Success / Activation Spain Gypass Madrid
- Serve as the primary HR contact point for clients in my role as an Account Executive.
- Manage the creation and maintenance of accounts in collaboration with the operational team, utilizing Salesforce as an integral tool.
- Strategically define communication strategies to effectively launch new accounts, ensuring optimal outreach and engagement.
- Curate and define the content of communication materials, aligning them with clients' objectives and brand identity.
- Lead the onboarding process, guiding clients through each step to ensure a seamless transition and successful integration.

ABOUT ME

- 2023 Product Management Bootcamp AllWoman Barcelona
2017 Master's degree, Digital Marketing INESDI Barcelona
2010 Degree in Advertising & Marketing UNIP São Paulo