

LÚCIA REIS

SENIOR PRODUCT MANAGER 📍 ROOMOLENSTRAAT 2A, AMSTERDAM, 1015AN, NETHERLANDS 📞 +31636334869

◦ DETAILS ◦

Roomolenstraat 2A, Amsterdam,
1015AN, Netherlands
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Place of birth
Brazil

Nationality
Portuguese/Brazilian

◦ LINKS ◦

[LinkedIn](#)
[GitHub](#)
[Portfolio](#)

◦ SKILLS ◦

Product Management
Experimentation
Product Improvement
Agile Methodologies
Creative Problem Solving
Front-end Development
Analytical Thinking
Cross-functional teams

◦ LANGUAGES ◦

Portuguese

English

Spanish; Castilian

Dutch; Flemish

German

◦ HOBBIES ◦

yoga, watercolor, literature,
traveling, cooking

👤 PROFILE

Sr Product Manager experienced with various digital products, including content management systems, metadata and rights management, mobile gaming apps, video-on-demand, and e-learning platforms. I'm driven by curiosity and a dangerous taste for experimenting. Most of all, a gamer, a geek, a bookworm, a crime series addict, and an innovation enthusiast.

📁 EMPLOYMENT HISTORY

Senior Product Manager at SkyShowtime, Amsterdam

December 2022 — Present

- Led the product experience insights team, utilizing qualitative and quantitative data for continuous discovery, aligning business opportunities with customer needs.
- Defined and implemented a UX research strategy for feature development validation and release impact, optimizing resource allocation and improving product-market fit.
- Championed a shift from a delivery-focused to a customer value-focused mindset, enhancing prioritization and increasing release impact visibility
- Spearheaded the adoption of a Discovery Framework, enabling early identification of overlapping needs across teams, accelerating time-to-market for high-priority features and reducing roadmap complexity.

Product Manager at Liberty Global, Schiphol-Rijk

August 2019 — August 2022

- Managed the end-to-end process of a new architecture and CMS tool, delivering the project in 18 months, which resulted in a 75% improvement in platform performance and improved speed in feature delivery by 60%.
- Facilitated a comprehensive overhaul of the CMS, with 50% reduction in time spent on tasks and a 40% increase in user satisfaction.
- Oversaw technical integration and automation of the content supply chain across 8 countries, successfully onboarding content suppliers within six months, and improving content delivery efficiency by 20%.
- Directed the Copywriting & Translations product and process, achieving a 15% reduction in Localization incidents.

Release Manager at Spil Games, Hilversum

July 2018 — June 2019

- Led the development of a web release management tool with automation features and SEO/marketing version history, resulting in a 20% reduction in release issues and a faster in-app release process, increasing release efficiency by 30%.
- Provided strategic guidance as a product advisor for a narrative game, collaborating closely with writers and the game design team, leading 15% increase in player retention.

International Content Operations Manager at Bookchoice, London/Amsterdam

August 2016 — July 2018

- Led implementation for content analytics products enabling strategies that improved customer retention by 25% .
- Led redesign for web customer library, mobile e-book reader, and audiobook player reducing customer service tickets by 15%.
- Provided training and support to Content Operations team members, enabling them to spearhead their own initiatives.

Head of Digital at Rocco, Rio de Janeiro

October 2012 — June 2016

Digital Production Assistant at Zahar, Rio de Janeiro

July 2011 — September 2012

 **EDUCATION**

Master of Business Administration - MBA Digital Marketing & Design, Escola Superior de Propaganda e Marketing, Rio de Janeiro

2015 — 2016

Bachelor's degree Portuguese Language and Literature, Universidade Federal Fluminense, Niterói

2007 — 2012

 **COURSES**

Junior Developer, SheCodes.io

Python, React.js, Javascript, Github, AI, OOP, Data Visualization

July 2024

Professional Scrum Product Owner I, Scrum.org

December 2020

Scrum & Agile, KnowledgeHut

January 2017

Project Management PMBOK, FGV Online

January 2014

 **PROJECTS**

Colofão, Brazil

2014 — 2017

Digital Publishing Forum Founder and Columnist

Revista Capitolina, Brazil

May 2015 — April 2016

Tech & Games columnist and Social Media Manager