

Marcelo Otero

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SUMMARY

Product Manager with 7+ years of experience building and scaling digital products across consumer-facing and operational platforms. Proven track record leading 0-to-1 and growth initiatives, translating complex business and customer needs into shipped solutions with measurable revenue, efficiency, and adoption impact. Strong background partnering with Engineering, Design, Operations, and Executive leadership in Agile environments.

EXPERIENCE

Product Analyst, Digital Delivery (contract)

Marriott Vacations Worldwide

June 2025 - Present, Orlando, FL

- Act as delivery-focused Product Analyst supporting enterprise-scale web and mobile initiatives across a global, matrixed organization.
- Translate business objectives and UX designs into detailed epics, user stories, and acceptance criteria in Jira; format was recognized for exceptional clarity and adopted as the onboarding standard for analysts across projects.
- Partner closely with UX/UI designers in Figma to validate flows, edge cases, and functional requirements prior to development.
- Serve as the day-to-day bridge between Brand, Creative, Marketing, and Engineering teams, ensuring shared understanding of scope and tradeoffs.
- Support backlog refinement, sprint planning, QA, and UAT by clarifying expected behavior and validating delivered functionality.
- Contribute to prioritization discussions by surfacing dependencies, risks, and delivery implications.

Product Manager, Digital

Eterneva

August 2023 - April 2025, Austin, TX

- Led end-to-end development and launch of the Diamond Journey Tracker, a long-delayed core customer product; redefined product vision, authored PRD, aligned stakeholders, and coordinated design and implementation, achieving 80% customer adoption and significant Care Team efficiency gains.
- Identified pre-need customers as a higher long-term value segment through unit economics analysis (CAC, LTV, referrals), reprioritizing the roadmap and leading the end-to-end launch of a dedicated digital planning portal with Stripe API integration, increasing LTV by ~35% and improving ROI by ~20%.
- Owned development of an internal fulfillment tool integrating Salesforce and ShipStation APIs, reducing fulfillment prep time by ~15 minutes per order.
- Initiated and shipped a custom digital intake and payment flow connected to Salesforce and Stripe, replacing DocuSign-based workflows and accelerating customer payments.
- Managed and prioritized the digital product roadmap, balancing revenue, operational efficiency, and customer experience initiatives.
- Led a 3-person development team (Bubble/Webflow), shipping ~750 stories per year and significantly increasing delivery velocity through clearer prioritization and Agile practices.
- Served as a strategic partner to leadership, contributing to weekly planning and influencing digital growth strategy.

Product Manager, eCommerce

Now Optics

November 2020 - August 2021, Delray Beach, FL

- Led migration from an informational website to an omnichannel eCommerce platform, serving as Product Owner for a 7-person Scrum team and contributing to a 30% revenue increase within 3 months of launch.
- Launched Buy Online, Pick Up In Store (BOPIS) by conducting customer interviews, defining requirements, aligning Engineering and Operations, and overseeing phased rollout, driving a 15% lift in online sales within 60 days.
- Delivered a personalized My Account experience enabling order tracking and prescription history access, improving self-service adoption and customer retention.
- Owned backlog prioritization using MoSCoW framework, aligning stakeholders and leadership on high-impact, revenue-driving initiatives.

Product Manager, Web Platforms

Now Optics

April 2019 - November 2020, Delray Beach, FL

- Promoted from SEO/Digital Marketing into Product ownership role, managing a remote development team responsible for appointment scheduling and eCommerce systems.
- Proposed and led development of a 0-to-1 order tracking portal during COVID, integrating multiple internal systems via APIs and reducing customer support calls by 60%.
- Mapped complex order status flows across CRM, manufacturing labs, and web platforms, translating them into clear, customer-facing experiences.
- Improved appointment scheduling conversion by 15% through iterative UX improvements informed by user behavior and analytics.
- Partnered with Marketing to ship high-converting landing pages supporting SEO, PPC, and campaign initiatives.

SKILLS

Product & Strategy: Product Roadmapping, Discovery & Prioritization, 0-to-1 Development, Agile/Scrum, Stakeholder Alignment, PRDs & User Stories

UX & Data: User-Centered Design, Conversion Optimization, A/B Testing, Analytics & Insights

Tools & Tech: Jira, Figma, Confluence, Asana, Miro, Notion, SQL, REST APIs, Salesforce, Google Analytics, Hotjar, Looker

Leadership: Cross-Functional Collaboration, Remote Team Leadership, Clear Communication

CERTIFICATIONS

Professional Scrum Product Owner I (PSPO I)

Scrum.org · 2026

Google Analytics Certification

Skillshop · 2025

EDUCATION

Bachelor of Science (B.S.) - Information Systems

Universidad Centroamericana · Managua, Nicaragua · 2013
