

Adriana Castro Ruiz

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EXPERIENCE

Unity Technologies, Bellevue WA — Product Manager

NOVEMBER 2025 - PRESENT

- Lead the planning and execution of direct-deal lifecycle campaigns, including push notifications and touchpoint policy ownership to optimize member engagement.
- Manage the CMS for multi-channel campaigns focused on app download acquisition, monitoring performance, and troubleshooting journey friction.
- Define and own touchpoint policies to ensure a seamless, non-intrusive member experience across digital platforms.

Unity Technologies, Bellevue WA — sr.Business Intelligence

SEPTEMBER 2023 - OCTOBER 2025

- Developed and launched a scalable AI-driven analytics product to contextualize metrics and answer business questions, enabling non-technical teams to accelerate response times by **48 hours**
- Drove the documentation and semantic layer processes to ensure marketing and product leaders have a shared, data-driven understanding of business performance.

AT&T, Bothell WA — Lead Advance Analytics

JANUARY 2022 - SEPTEMBER 2023

- Co-owned UX and analytics design for digital sales, driving a 2% lift in digital sales and a -10% lift in share for digital transactions.
- Managed the cart and checkout experience for a consumer platform impacting 40% of total sales, resulting in a 2.5% YoY lift in completed sales.
- Partnered with SCRUM teams and stakeholders to deliver scalable digital solutions in a fast-paced retail environment.

AT&T, Bothell WA — Senior Product Manager Analytics

MARCH 2020 - DECEMBER 2021

- Defined KPIs and reporting requirements for new feature launches, ensuring data-driven decision-making across the product lifecycle.
- Led A/B testing and robust experimentation that resulted in a **32% lift in progression** through the online sales funnel.
- Drafted business cases to prioritize features based on financial impact and churn reduction, translating complex data into actionable roadmaps.

K-Force @ AT&T, Bothell WA — Senior Data Analyst

JANUARY 2019 - FEBRUARY 2020

RANDSTAD @ MICROSOFT, Redmond WA — Data Analyst

SEPTEMBER 2016 - DECEMBER 2018

SUMMARY

Results-driven **Marketing and Analytics professional** with 10+ years of expertise across Product Management, Data Analysis, and Conversion Rate Optimization (CRO). Proven track record in owning end-to-end user journeys for platforms impacting 40% of enterprise sales. Expert in leveraging **SQL, Tableau, and CMS tools** to launch automated processes and customer experiences to drive measurable member acquisition and revenue growth.

SKILLS

Product & Analytics
Product Management
User Behavior Analysis
Conversion Optimization
A/B Testing
Experimentation
Statistical Analysis
Data Storytelling
Agile
Confluence
Sharepoint
CMS

TOOLS

SQL (DML/DDL)
Tableau
Power BI
Looker
Mixpanel
Google Analytics
Jira
Gitlab
Salesforce
Antigravity
Quantum Metric

EDUCATION

Universidad Panamericana, Mexico City MX
— B.S. in International Business Administration

JUNE 2009 - AUGUST 2013

Organizations

Founder, Westside Music Social Club
Lead community organization and member outreach for a local music collective