

# KAYLAARIAS [LINKEDIN.COM/IN/KAYLAARIAS](https://www.linkedin.com/in/kaylaarias)

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## RECENT EXPERIENCE . . . . .

**GOLDMAN SACHS** : CONSUMER & INVESTMENT MANAGEMENT DIVISION  
PRODUCT MANAGER | NYC 03/18 - PRESENT

- Own chat strategy, policy development, vendor management, and engineering collaboration for messaging channel solutions
- Lead automation of chat and downstream system tasks, by leveraging natural language processing (NLP) and intents, while adhering to privacy and compliance controls
- Construct front-end system to manage high volume of transactions, including scheduling of payments with multiple funding sources and frequencies
- Build pipelines for secure transfer of documents, and allocate its data to case management, retention, and surveillance services
- Define product features in collaboration with both internal and external partners, with special consideration for financial services risks and regulations

**VIACOM** : PARAMOUNT NETWORK  
WEB & EMERGENT PLATFORMS PRODUCT MANAGER | NYC 08/16 - 03/18

- Managed team of 7 to meet deadline requirements and transfer 500K+ records for Paramount Network’s launch on Android, iOS, Roku, Apple TV, and web
- Decreased content downtime by -25%, leading to a +14% growth in time spent on apps
- Optimized flows for a boost in engagement and +12% increase in episodic video views

**DAILYWORTH**  
PRODUCT MANAGER | NYC 01/16 - 06/16

*DailyWorth moved from NYC to PA in June 2016. The Series A funded startup is a personal finance and investing brand for women, serving 1M+ subscribers daily.*

- Launched sweepstakes platform to generate over 40k subscribers in first 3 weeks
- Increased click-through rate by 7% through the personalization of the daily newsletter

**TRESSCOVE**  
FOUNDER, DESIGNER | NYC 09/14 - 01/16

*Featured in Allure magazine, this social commerce app allows users to shop beauty products from multiple retailers in a single shopping cart, and create video/photo tutorials through a 2-step process.*

- Formulate financial projections and go-to-market strategy to generate 10k+ downloads
- Pitch to investors and form relationships with beauty industry players, including L’Oreal

## ADDITIONAL EXPERIENCE . . . . .

**BLOOMBERG** : Graduate Intern, UX/UI Mobile Visual Design 05/14 - 08/14  
**A+E TELEVISION NETWORKS** : Digital Producer 04/11 - 08/13  
**CITY UNIVERSITY OF NEW YORK** : Marketing Assistant 02/10 - 04/11

## SKILLS & MORE . . . . .

**TOOLBELT** : HTML / CSS (proficient), Javascript (basic), Adobe Creative Suite, InVision, Sketch  
**FEATURED** : Vivala Tech, Allure, Bustle, AMEX Hispanic Heritage Panelist, T. Howard Speaker  
**CERTIFICATES** : Certified ScrumMaster (CSM), Data Analysis  
**LANGUAGE** : Spanish (fluent)

## EDUCATION . . . . .

**PARSONS** : Master of Fine Arts (MFA), Design + Technology 08/13 - 05/15  
**STONY BROOK UNIVERSITY** : Bachelor of Arts, Poli. Sci., Soc., & Digital Arts 08/06 - 12/09