



JOB EXPERIENCE +13 YEARS



Digital Strategy & Product Lead CHRISTOPHER DÍAZ CRUZ

EDUCATION

- | Comercial Direction and MKT Master Degree
- | Graphic Design Bachelor's Degree

CONTACT INFO

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- | Christopher Díaz
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SKILLS

- | Flexibility and change adaptability
- | Teamwork
- | Work under pressure
- | Focus on detail
- | Analysis and problem solving
- | Multiplatform learning

SOFTWARE

- | Data | Design | Web |
|------------------|-------------|------------|
| Google Analytics | Adobe Suite | HTML5 |
| Data Studio | Figma | CSS3 |
| Search Console | InVision | Javascript |
| Firebase | Qualifio | ReactJS |
| My SQL | Segment | |
| SAP CDC - CIAM | | |
| SFMC | | |

Latest Professional History

Nestle MX - Data & Marketing Platforms Product Manager

Current Job

- | **Regional Platform Ownership:** Lead end-to-end support for Consumer Data Capture and Marketing Automation tools across North America (USA & Canada).
- | **Global-Local Alignment:** Bridge communication between global product teams and local market needs, driving issue resolution and process improvements.
- | **Roadmap & Strategy:** Drive the regional product roadmap, delivering comprehensive development plans to maximize functionality and performance.

Bykon Consulting - Product Lead

Oct 2023 - Jun 2022

- | **Technical Requirements Management:** Gather client project requirements and translate them into high-quality digital products.
- | **Project Planning & Governance:** Monitor end-to-end development, managing staffing, skills allocation, budgeting, and delivery timelines.
- | **Agile Product Delivery:** Direct project lifecycles to ensure successful weekly product releases.

Weber MX - Ecommerce Sr.

Jun 2022 - Jun 2021

- | **Strategic Campaign Leadership:** Develop monthly 360° digital strategies and cross-channel campaigns (on/offline) in collaboration with agencies to hit sales targets.
- | **E-commerce & Product Optimization:** Oversee full-stack updates for the MX website and app, implementing advanced technologies to boost conversion and performance.
- | **Data Analytics & Operations:** Conduct weekly performance analysis and sales reporting while managing order tracking and checkout optimization support.

Weber México - Ecommerce Sr.

Jun 2021 - May 2016

- | **Product Strategy Advisory:** Act as a strategic advisor for digital product development, prioritizing high-impact UX/UI design principles.
- | **E-commerce Performance Analysis:** Conduct comprehensive audits of Walmart Mexico digital platforms to identify friction points and optimization opportunities.
- | **Tech Innovation & Growth:** Deploy emerging technologies and direct special digital projects designed to accelerate online revenue.