# Erin Abrams

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## Work Experience

Condé Nast — New York, NY

*Technical Product Manager, Platform* — April 2024 – Present

- Own the internal application supporting 200+ site configurations, utilizing a GraphQL server and TypeScript to handle client routing for a new backend infrastructure
- Manage and enhance a frontend tool for brand stakeholders, enabling faster updates to site navigation, site capabilities, newsletters, and more, reducing deployment time by 60% and cutting pull requests by 44%
- Build custom dashboards integrating DataDog, Google Analytics, and Parse.ly, providing the platform team with performance metrics for setting baseline SLOs and achieving OKRs
- Implement Peritext templates as a proof of concept for Teen Vogue's wellness section, with plans to scale the solution across all brands and markets as a turnkey option
- Develop a new deployment strategy for the internal platform, reducing revert PRs and enabling full deployment ownership for all engineers across teams

*Product Manager, Data Products* — April 2022 – April 2024

- Collaborate with Strategy, Data Science, and Engineering teams to drive product strategy, improving scalability, profitability, and accessibility of the data platform
- Implemented cookieless targeting, increasing reach by 96% in previously limited areas
- Automated and scaled contextual audience segments for 1,800+ Spire target audiences via an integrated UI
- Led efforts to reduce Spire's operational costs by 56%, saving $800k annually
- Integrated insights into a dashboard, streamlining workflows and eliminating manual reporting for internal teams

*Associate Product Manager, Data Product Operations* — June 2020 – April 2022

- Managed end-to-end process from proposals to packaged insights for 117 campaigns in 2020 and 140 campaigns in 2021
- Partnered with the Data Viz, Marketing Science, Data Science, and BI teams to manage a campaign tracker, Jira epics, and a confluence site that automated and supported the full end-to-end process
- Acted as primary contact for campaign issues and problem escalations, updated and maintained best practices for campaign activation, and assessed and corrected for any pain points with key team members
- Identified and remedied process inefficiencies, while managing the overall product strategy and priorities

*Analyst, People Operations* — April 2018 – June 2020

- Executed new HCM system, taking Condé from PeopleSoft to Workday in an accelerated 9-month implementation schedule; worked closely with system implementation experts and departments within Condé to verify new system needs, assess data accuracy during transition, complete inspections upon project completion, and train fellow employees on new system
- Created and completed regular testing plans to guarantee Workday implementation success
- Generated comprehensive reports for c-suite executives and Condé Nast board of Directors on topics including headcount, turnover, diversity and other employment and financial information (Programs used: Excel, SQL, Workday Report Writing, Tableau)

## Education

West Chester University — General Assembly SQL & Tableau

Bachelor of Science, 2014: Business Management and Marketing — General Assembly Product Mgmt.

## Skills

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| • JIRA & Agile Ticketing | • SQL | • Interpersonal Skills |
| • Project and Time Management | • Google Ad Manager/ Analytics | • DE/ MLE/ DS Tech Stacks |
| • Public Speaking | • Data Analysis/Visualization | • Microsoft Office Suite (Adv. Excel) |