

EMERA TRUJILLO

emera.trujillo@gmail.com | 312.520.7458 | [LinkedIn](#) | iamemera.com

KEY SKILLS

- Strategically aligning research and development roadmaps with key business objectives and market opportunities
- Building, supporting, and influencing collaborative, outcome-oriented product development and user experience teams
- Growing top and bottom line revenue through actionable, strategic insights from quantitative and qualitative data

PROFESSIONAL EXPERIENCE

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|---|-----------------------------|-----------------|
| SENIOR PRODUCT MANAGER | TRIPLELIFT | 03/24 - CURRENT |
| <ul style="list-style-type: none">- Drove data solution from concept to closed beta, supporting enterprise clients, influencing \$12M/year in gross revenue- Launched new forecasting API and data structure, powering self-service deal creation (from 0 to 1) for media buyers, publishers, and curators, generating over \$68k in daily top line net revenue- Spearheaded the redesign and relaunch of a GraphQL API, empowering Connected TV publishers with self-service reporting capabilities, increasing self-service adoption by 50% and reducing time-to-insight from daily to < 8h | | |
| SENIOR PRODUCT MANAGER | 3PLAY MEDIA CONTRACT ROLE | 05/23 - 11/23 |
| <ul style="list-style-type: none">- Launched new B2B SaaS features to grow from tens to hundreds of successful live captioning orders per day, increasing daily top line revenue from \$5k to \$30k over 6 months- Introduced enhancements based on customer research including streamless live captioning, facilitating 100x product growth in 3 months, and Spanish captioning, expanding the total addressable market | | |
| PRODUCT LEAD | MEDIAMATH | 09/17 - 01/23 |
| <ul style="list-style-type: none">- Managed flagship audience segmentation solutions for award winning data management platform, growing a product's revenue from \$0 to \$250k/year and turning the other to profitability with 70% gross margin and \$1.25M/year in revenue- Researched and launched future-proofed, machine learning neural network based lookalike audience targeting solution post-3rd party cookie, generating \$1M/year in revenue- Championed and launched bid enrichment partnerships with Comscore and IBM Watson generating \$2M/year in net new revenue, working with tech lead to produce standard API specification for partner integrations- Developed key industry relationships, leveraged strategic insight to lead the restructuring of a key partnership, yielding 10 percentage point increase in revenue share, generating 2x more revenue through the partnership- Advocated for internal data tech stack consolidation to Databricks, netting +\$1M in cost savings and developed training program for 50+ colleagues in SQL, transitioning all internal analytics to new solution in 6 months- Honored with Service Excellence award for Seller Defined Audiences, part of an IAB Tech Lab working group, and launching first-ever campaign using the data secure, privacy centric audience targeting solution for global B2B brand | | |
| SENIOR PRODUCT MANAGER | VISIBLE MEASURES | 07/13 - 08/17 |
| <ul style="list-style-type: none">- Developed new advertising products and enhancements, increasing revenue to \$20M/year at time of acquisition- Launched the first native advertising demand side platform and the first programmatic native advertising campaign- Organized user research activities and introduced social sharing capabilities in ad products delivering 10x increase in engagement with native and video ads- Led implementation of video & display ad viewability methodologies, coordinated Media Ratings Council accreditation | | |
| PRODUCT MANAGER | BOSTON GLOBE MEDIA | 01/12 - 06/13 |
| <ul style="list-style-type: none">- Managed strategy of digital automotive, real estate, and recruitment products, responsible for > 50% of annual revenue- Introduced an in-house user generated content platform, netting over \$250k in annualized cost-savings | | |
| PRODUCT MANAGER | CARS.COM | 09/07 - 12/11 |
| <ul style="list-style-type: none">- Managed vehicle data and display advertising product suite representing \$50M/year in revenue- Grew market penetration in certified pre-owned vehicles by 82% over 3 years, tripling category revenue | | |