

Hello, I'm

# Deborah Felicio

Strategic digital and analytical leader bridging the gap between products and customer stories



**AGE BRACKET** 35-40  
**BASED IN** Between Valencia, Spain and Horsham, UK  
**NATIONALITY** British | Brazilian Citizen  
**EDUCATION** Bachelor's Degree in International Business (2010 | Brazil)  
**IN PROGRESS** **Product Manager Certification (Expected Completion: March 2024)**  
**Salesforce Admin & Development (Expected Completion: March 2024)**  
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## Skills:

**Strong communication skills, strategic and problem-solving**, avid learner, stakeholder engagement, UX | user journey, **customer-centric attitude**, entrepreneurial mindset, data analysis | dashboards, delivering compelling presentations, product strategy, scrum boards, market and product research and trends, project management, team collaboration, user research methodologies, HTML & CSS.

## Some of the tools I am familiar with:

Trello, Jira, Confluence, Basecamp, Slack, Teams, HubSpot, Salesforce, complete G Suite and Office 365 Admin, Wordpress, Ecommerce, Woocommerce, Shopify, Drupal, AWS, complete Google tools suite, Zapier, Exchange, Sharepoint and general API connections.

## Employment and Career Overview

### Head of Web and Systems Operations Product Manager

AUG 2016 - JAN 2024

Company: Sense Media Group Ltd., Horsham, UK – Valencia, Spain  
Helping deliver international events, online training, on-demand content, and SaaS

7+ years of progressive experience. During my time with Sense Media, I played a pivotal role in the company's digital transformation, **overseeing growth from a team of 4 to 15 professionals**. I coordinated innovative solutions to address challenges, utilizing market insights and effective communication to align stakeholder needs.

Additionally, acting as **Product Manager** and **Product Owner**, I led the development of pioneering digital products such as web based AutoSens Academy and AutoSensPLUS, and KioskMode, a SaaS for event managers, which significantly diversified our revenue streams.

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This journey has been incredibly fulfilling, yet as it drew to a close, I realized that product management, amidst my multifaceted responsibilities, resonated with me the most. Recognizing where my true passion lies, I've decided to pivot my career focus. I am now actively seeking opportunities where I can exclusively dedicate myself to product management, allowing me to deepen my expertise and propel my career forward in this dynamic field.

Throughout the years, my array of responsibilities encompassed:

#### **Digital Product Management:**

- Conducted comprehensive market research and led product research through stakeholder consultations.
- Crafted project scope, budgets, and deadlines, managing the entire app production process.
- Hands-on approach to building web apps, managing and updating content, and implementing community features.

#### **Systems Stack, Data Management, and Connectivity:**

- Consulted, evaluated, and deployed all systems used by the company, managing data synchronization.
- Conducted audits, maintained systems, and managed backlog requirements, improving processes.
- Oversaw business connectivity and managed digital resource budgets.

#### **Processes, Training, and Onboarding:**

- Collaborated across teams for process reviews, authored digital onboarding material, and delivered internal training.
- Onboarded internal members and clients on optimal digital tool usage, and presented stakeholders with project updates and improvement suggestions.

#### **Digital Presence, E-commerce, and Products:**

- Planned, built, and maintained websites with advanced e-commerce capabilities.
- Led development of new SaaS products, conducted audits, and planned improvements.

This experience uniquely positions me to excel as a Product Manager, combining business strategy, product creation, data analysis, and technical expertise in an agile environment.

## **IT Technician | Tech Support**

**AUG 2015 – JUL 2016**

Company: Principal Corporation Ltd., Horsham, UK  
Managed Print Services & IT Solutions

Commencing as a data entry specialist, my role involved meticulous updates for the company's managed printers usage numbers into the billing system. Recognizing my analytical abilities, **I earned a promotion within two months.**

This progression involved training in network connectivity and server management, leading to overseeing printer servers, enabling remote connections, and offering technical support to internal engineers and clients. Notably, **I managed printer deployment and support for a major UK pet store chain, comprising over 400 units,** collaborating closely with their IT team.

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My key responsibilities were:

- Collaborating with engineers and clients to determine system requirements.
- Deploying and maintaining printer and scanner software according to agreed-upon plans, primarily providing phone support to non-technical customers. Effectively communicating technical information to ensure successful completion of tasks.
- Providing training and guidance on deployed systems to enhance product and service utilization.
- Delivering support via phone and email channels.
- Installing and managing Principal's print manager software on client computers to ensure proactive maintenance of printers and timely delivery of components like cartridges and parts, minimizing printer downtime.

My technical expertise gained as an IT Technician Support, particularly in management and troubleshooting, positions me well to address issues effectively. This experience enhances my ability to troubleshoot and maintain the optimal functionality of systems, a crucial aspect of a product management role.

## Founder And Owner

JUL 2012 – AUG 2015

Online Bridal Boutique

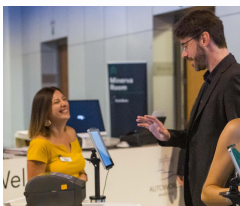
International Portuguese Speaking Market | Brazil, Portugal, Angola

Upon relocating to the UK in 2012 with limited English proficiency, **I embraced entrepreneurship**, establishing an online boutique for bespoke wedding dresses. Overcoming the language barrier, I leveraged my recently acquired business skills from completing my bachelor's degree to achieve noteworthy results. Here are some key achievements:

- Established a distinctive brand identity and successfully launched the online boutique.
- Developed proficiency in Google ranking tools, advertising, analytics, and marketing strategies.
- Cultivated a substantial social media presence on Facebook and Instagram.
- Utilized YouTube for customer engagement, leading to industry recognition, with our videos amassing over 49,441 views.
- Expanded operations, managing a team of five employees in Brazil.

This was a bootstrapped business, **growing from just me into a team of 5** located in Brazil, which I managed from the UK. Over the years, we made the dream of personalized wedding dress a reality for hundreds of brides around the world. During the height of Facebook's popularity, our page amassed 170,000 likes, positioning me as a specialist in the industry and leading to interviews with some of the most famous news outlets in the country.

This entrepreneurial journey highlights my adaptability and strategic skills, especially in product ownership, as I led continuous improvements to meet evolving market demands.



**Feel free to  
Contact Me**

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