

# CAROLINA DABBAH CEBALLOS, MS, MFA, MA

[Carolina.d.ceballos@gmail.com](mailto:Carolina.d.ceballos@gmail.com) • ( ) • ( )

[www.linkedin.com/in/carolinadceballos/](http://www.linkedin.com/in/carolinadceballos/)



Carolina D Ceballos

## PRODUCT INNOVATION & CUSTOMER EXPERIENCE EXECUTIVE

Product Vision, Customer Marketing, Team Performance, Digital Transformation Leadership  
Driving Customer Loyalty & Business Growth

**Product strategist and results-driven marketing leader** with 13 years of global success in multiple industries delivering groundbreaking customer marketing initiatives using design thinking, product innovation, strategic segmentation, personalization, and automation to accelerate revenue growth, market share, sales, traffic quality, NPS and profitability. Consistent record of successful product launches and marketing campaigns.

**Inspiring leader, team builder, and talent mentor** who guides cross-functional teams in planning and executing mission-critical customer initiatives to improve conversion rate, NPS, targeting, efficiencies, retention, and overall sales. Fosters cultures of collaboration, trust, and technical expertise.

**Project Management Professional (PMP)** combining strong knowledge of UX, market trends, and customer demands with hands-on experience in solutions design and development. Creative problem solver with passion for process optimization and operational excellence. Expert in scaled agile project management.

### CAREER HIGHLIGHTS

- Led team in end-to-end sales funnel analysis to improve reporting and gain valuable e-commerce insights, and shared insights with marketing, CRM, and business strategy partners to optimize marketing campaigns and accelerate sales growth.
- Built market-leading service plan experience for Verizon that increased customer subscription rate, engagement, brand affinity, and increased plan conversion rate by ~35% to drive sustainable cumulative revenue increase in Q4 2020.
- Boosted Samsung Spring Deals event TV conversion rate by 40% in Q1 2023 by aligning global VOC insights, market trends, and competitive analysis to improve brand awareness and sales strategies through better customer experience.
- Developed and executed global marketing campaign across 8 countries utilizing Agile Scrum framework that added over \$160M in new billed business, winning Growth Mindset Award, with plan extended to 3 other countries.

### EXPERTISE

Customer-Centric Global Strategy • Portfolio Management • Customer Experience Journeys • CRM Strategy • Design Thinking • KPIs • Marketing Performance • Solutions Design & Development • Product Management • Go-To-Market Strategy • Cross-Functional Team Leadership • Agile / Scrum & Scaled Agile Project Management • AI/ML • Partner & Vendor Relations • P&L and Resource Management • E-commerce • Branding • Digital Transformation • Global Expansion

## CAREER HISTORY

**Senior Program Strategy & Growth Lead** | March 2024— Present

**General Motors** | Boca Raton, FL

Recruited to spearhead the global expansion of GM's loyalty program, encompassing key markets such as South America, the Middle East, Canada, China, Korea, and Mexico. Successfully defined the loyalty program vision and crafted strategies that significantly enhanced customer NPS, enrollment rate, engagement, retention rate, and new vehicle sales/adjacencies, particularly in the electric vehicle (EV) segment, across the GM product ecosystem. Led the localization of partnership strategies and value proposition redesign, leveraging a blend of analytics, marketing strategies, AI, and gamification to develop seamless and impactful loyalty programs on a global scale.

- Built loyalty programs that elevate and connect all GM's offerings for our members globally, with benefits and experiences that create incrementality to the business and daily engagement that members can't live without. ROI growth by 1% YoY, results in \$49M

- Led cross-functional collaboration with regional and product teams to assess program expansion, value-segment, brand-affinity (BLI) and develop scalable strategies, pilots, A/B test plans, customer journeys, and roadmaps for international markets, utilizing AI-driven data to inform and optimize the process.
- Delivered a world-class customer experience through digital channels (App, CRM, and Web) and the infotainment head unit platform by implementing AI-powered gamification and digital strategies, resulting in a target ROI of \$127M
- Implemented UI / UX best practices, resulting in a projected increase in engagement rate, enrollment rate and new vehicle/ adjacencies sales by September.
- Established communication plan for 'metrics that matter' tied to broader loyalty org OKRs. Such as: Improving earn and redeem engagement by increasing member earn penetration by 20% YoY to 80%; and increasing member redeem penetration by 11% YoY to 10%
- Guided regional teams in developing business case and marketing performance strategy plan, managing co-branded card RFP processes, and optimizing resource mapping and allocation, driving strategic growth, excellence, and efficiency.
- Supported the evolution of loyalty strategy on the Salesforce platform by leveraging data-driven insights and personalization, driving a 21% increase in membership to 13M members.
- Improved loyalty LOB NPS by 40% and Customer Lifetime Value.

**Adjunct Professor | 2015—Present****New York University | New York, NY**

Teaches graduate courses in IT project management, advanced UX research, and agile project management remotely at NYU - School of Professional Studies.

**Adjunct Professor | January 2024— April 2024****Florida Atlantic University | Fort Lauderdale, FL**

Taught undergraduate course in Graphic Design Fundamentals, AI generated image creation & editor (DALL-E/ Designify), printing, branding, and creative marketing brief creation at FAU- School of Visual Arts and Art History.

**Director of E-Commerce, Product, Performance & Design | January 2023— June 2023****Samsung | Mountain View, CA**

Recruited to lead 20-person e-commerce team in defining product vision and creating strategies to maximize customer NPS, CVR, and sales across Samsung product portfolio. Optimizes processes and applies combination of marketing strategies, analytics, automation, and emerging technologies to build seamless e-commerce experience.

- Ended escalations and regained positive VOC reports after 4-point NPS decrease from failed Buy Now Phase launch by triaging priority customer issues (e.g., SEO, checkout payment processing, and multi-authentication issues) and assigning to right team members for rapid resolution.
- Successfully navigated the complexities of cross-functional collaboration, leveraging persuasive skills and strategic insight to gain senior management's trust and alignment, resulting in Q5 / B5 iconic launch on time.
- Led research on a conversational AI platform for Samsung, enhancing chatbot features and accuracy to improve customer service and engagement across the eCommerce division's business lines, and presented the findings and recommendations to the CEO.
- Implemented comprehensive CX, market, and competitor analysis to identify UI / UX best practices to resolve CX complaints; May results forecast to show lift in CVR, engagement rate, SEO visibility, targeting, attach rate, and sales.
- Selected to direct launch of S23 smartphone product line during Senior Product Line Manager's emergency leave, leading 20-member cross-functional team in successful launch that drove sales CVR 5% beyond previous 2022 record.
- Launched new pre-order TV experience and trade-in feature after conducting thorough analysis of customer preferences, driving 40% increase in overall CVR, and generating \$900M in sales.

**Product Marketing Lead, Customer Experience Strategy & Innovation | 2018—2023****Verizon | New York, NY**

Hired to direct product marketing strategy for Verizon consumer segment to increase NPS, retention, CVR, acquisition, and sales. Defined product vision and KPI-based roadmap and defined standards for personalized marketing plan based on segmentation targeting, market trends, VOC insights, funnel analysis, and network usage to boost CX, customer loyalty, and brand affinity. Team of 4-10, with \$5M budget.

- Increased plan service acquisition conversion rate by ~35%, adding \$68M in new revenue by collaborating with marketing team to develop personalized plans and managing projects end-to-end to significantly boost engagement.
- Fostered continuous evolution of product portfolio by staying abreast of industry trends, embracing emerging solutions, leveraging new insights, and adapting to evolving customer and business requirements.
- Directed cross-functional teams to develop and implement targeted marketing strategies for both prepaid and postpaid segments, driving subscriber growth, organic traffic (SEO), CTR, retention, and increased market share across Verizon's plans and products.
- Oversaw the implementation and impact of AI strategy and advised executives on AI driven personalization enhancements and modifications. (e.g., Plan recommendation system, Data privacy and security, CRM, and Chatbot)
- Led the digital product lifecycle from ideation to launch, ensuring alignment with market demands and business goals.
- Developed new UX strategy for newcomer segment and supported the launch of NOVA credit program that added \$500K in new revenue for Q3 2022.
- Saved \$1.5M in project portfolio expenses by identifying redundancies and prioritizing projects and resources to obtain maximum ROI for project portfolio management team, winning leadership awards and thanks.

**Senior Product Manager, International Acquisition E-Commerce | 2017—2018****American Express | New York, NY**

Managed credit card acquisition for 8 international markets. Led development and implementation of new content management system for credit card acquisition team, directed global CRM marketing projects across 8 countries using Agile Scrum framework to generate ~\$160M in new billed business. Team of 4, with \$3M budget.

- Developed standardized marketing strategy applicable to all markets and led execution in first targeted markets, reducing rollout time by 40% and increasing adoption by 78%.
- Built new content management system based on real-world internal team needs that maximized inter-team collaboration, capabilities, productivity, and cost-effectiveness, saving \$2.5M YOY.

**Director, UX / UI Design | 2015—2016****Activu | Rockaway, NJ**

Brought in by a \$40M monitoring technology firm to guide product development teams on benchmark UX/UI design standards, design strategy, and branding for the entire product portfolio. Enhanced security through AI-driven interface design, coached a cross-functional team of UI designers and developers, integrated the latest features from UX research, and refined the UX roadmap and KPIs. Reported to the CEO.

- Re-imagined customer experience across product lines using qualitative and quantitative data to streamline delivery of 4 new products.
- Guided product development teams in implementing intuitive, responsive, and scalable interfaces that seamlessly integrated AI analytics for real-time data visualization and proactive threat detection. Prioritized user-centric design and robust security measures, resulting in improved user satisfaction, streamlined product delivery, and generating over \$4M annually.

**EDUCATION****Master of Science, International Project Management**, University of Texas, Dallas, TX**Master of Arts, Aesthetics**, University of Texas, Dallas, TX**Master of Fine Arts, Digital Media and Human-Computer Interaction**, University of Texas, Dallas, TX**Bachelor of Science, Computer Science**, Al-Ahliyya Amman University, Amman, Jordan

**Professional certifications in** Data Visualization, Effective Business Negotiation, Design Thinking, Leadership Excellence, POPM, SAFe Product Owner, Scrum Alliance, CSPO, Certified Product Owner CSM, Certified Agile Scrum Master

**Multilingual in** Spanish, Arabic, and French