Janelle Cabrera

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My Key Qualifications

- Writes product requirements, user stories, and acceptance criteria in **Jira and Confluence** for live digital banking features at BMO.
- Queried event data in SQL and Amplitude to analyze account-opening funnels, helping **cut step-3 abandonment by 9%**.
- Shipped a debit card controls update across mobile and web, lifting **feature adoption from 18% to 27%** in 3 months.
- Synthesized Zendesk tickets and survey feedback into prioritized backlog fixes, cutting related tickets **from 142 to 111 per month**.
- Coordinates sprint ceremonies, backlog refinement, and release notes with **engineering, design, analytics, and compliance** partners.
- Ran a messaging experiment that identified an SMS variant with a **12-point higher completion rate** across 180 responses.

Experience

Associate Product Manager — **BMO**, a North American consumer and commercial bank

Oct 2025 – Present · 1 yr 1 mo

- Supported a product manager on mobile and web account servicing features for consumer banking customers, partnering daily with engineering, design, analytics, and compliance.
- Wrote product requirements, user stories, and acceptance criteria in Jira and Confluence for digital banking enhancements, and ran backlog refinement, sprint ceremonies, dependency tracking, and release notes.
- Helped launch a debit card controls update across mobile and web, raising feature adoption from 18% to 27% within 3 months by documenting requirements, clarifying edge cases with compliance, and partnering with design and engineering through sprint delivery.
- Analyzed account-opening and login funnels in SQL and Amplitude to pinpoint customer drop-off, and helped cut step-3 abandonment by 9% through recommended copy and form-field changes.
- Synthesized Zendesk tickets and post-release survey feedback on the password reset flow, cutting monthly related tickets from 142 to 111 by tagging themes, prioritizing fixes, and converting findings into backlog items.

Education

- **University of Illinois Chicago** — Bachelor of Science in Information and Decision Sciences · 2021 – 2025 · Relevant coursework: Product Management, Business Data Analytics, Database Systems, Human-Computer Interaction

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Projects

- **Mobile Banking Onboarding Capstone**
  Designed and analyzed a prototype onboarding flow for first-time checking account users at a community financial institution. Improved task completion from 61% to 79% across 24 usability test participants.
  Tech: Figma, Excel, Google Forms
- **Campus Payment Reminder Experiment**
  Evaluated SMS and email reminder messaging for a campus office payment process. Identified an SMS variant with a 12-point higher completion rate in a 180-response class experiment.
  Tech: SQL, Google Sheets, Looker Studio

Skills

- **Product Delivery:** Jira, Confluence, Agile, User Stories & Acceptance Criteria, Zendesk
- **Analytics & Reporting:** SQL, Amplitude, Looker, Funnel & Retention Analysis, Excel, Google Sheets
- **Design:** Figma