

PRODUCT ANALYTICS · CUSTOMER INSIGHTS · VOICE OF CUSTOMER & CX · MEASUREMENT STRATEGY

+54%

video engagement lift from feature redesign

100%

manual VoC analysis eliminated with NLP

+13%

data accuracy recovered on a 12-month defect

+9%

article CTR lift from A/B testing strategy

FEATURED CASE STUDIES

CASE 01

+54%

Sports Recap Feature Redesign

Fortune 100 Media · Adobe Analytics, Behavioral Analytics

- Drove +24% video replays and +54% social shares on the redesigned feature
- Instrumented behavioral analytics end to end across the recap feature
- Surfaced engagement entry and drop-off moments for product and design teams

CASE 02

+5%

Payment Funnel Optimization

Fortune 100 Media · Adobe Analytics, Figma

- Lifted subscription conversion +5% on a high-intent acquisition funnel
- Located highest-friction steps in plan selection and payment entry
- Est. +\$6.5M incremental annual subscription revenue

CASE 03

+25%

CX Leadership Insights Dashboard

Major US Airline · Qualtrics, Brand24, Figma

- Fused social, survey, and behavioral signal into one executive view
- +25% projected decision velocity, replacing quarterly retros with a live CX signal layer
- Built competitive CX benchmark feeding roadmap prioritization

CASE 04

100%

VoC Deep Dive with NLP Automation

Global Energy Corp · Qualtrics, Python, NLP

- Eliminated 100% of manual coding on 4,000+ open-text responses
- Time-to-insight reduced from weeks to hours
- Pinpointed 3 onboarding key moments driving employee sentiment

CASE 05

+13%

Analytics Instrumentation Strategy

Fortune 100 Media · Adobe Analytics, CJA

- +13% data accuracy, closing a 12-month measurement defect
- Instrumented 50M+ users across web, mobile, CTV, OTT, streaming
- Established one source of truth for the viewer journey

CASE 06

+9%

Article Engagement A/B Testing

Fortune 100 Media · Adobe Analytics, A/B Testing

- +6% article open rate and +9% CTR on the optimized variant
- Defined measurement strategy and success metrics for experimentation
- Scalable A/B testing framework adopted across the product org

ABOUT

I work at the intersection of product analytics, customer insights, and data strategy, helping organizations turn fragmented behavioral and Voice of Customer data into trusted decisions that improve products, customer experiences, and business outcomes.

KEY METRICS

50M+ Users instrumented	6 yrs At EY	5+ Industries
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ANALYTICS

Adobe Analytics, Customer Journey Analytics, Power BI, SQL, Python, A/B Testing, Tagging Architecture

CX & RESEARCH

Voice of Customer, Qualtrics, NPS/CSAT/CES, Text Analytics, Survey Design, Executive Reporting, Customer Journey Mapping

PRODUCT

Data Product Mgmt, Roadmap & KPI Definition, Agile / Scrum, Jira, Figma

AI & LANGUAGES

NLP Workflow Automation, Adobe Analytics Certified, English (Native), Spanish (Native)

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EXPERIENCE

2021 - 2025

Senior Experience Analytics Consultant

Ernst & Young · New York, NY

- As Senior Product Manager, owned product analytics strategy for a Fortune 100 media client, enabling comprehensive measurement of user behavior across 50M+ monthly users and delivering insights that informed feature enhancements, including a sports recap feature redesign that drove a 54% increase in social shares and a 24% growth in video replays
- Led a team of 4 to deliver analytics implementation for a 10M+ user platform migration, designing a measurement strategy and event taxonomy that enabled reliable reporting across native and web platforms for the first time
- Conducted outside-in CX/EX sentiment analysis for a major U.S. airline, processing 100K+ free-text comments via AI/ML to surface satisfaction drivers and competitive benchmarks; designed a future-state CCO dashboard blueprint integrating operational and experiential data for executive-level decision-making
- Built automated NLP text-tagging models to process 4,000+ open-text survey responses, eliminating 100% of manual analysis and enabling scalable, real-time feedback categorization across Voice of Employee programs
- Increased checkout completion rates by 5% by partnering with product, design, and engineering to identify and resolve payment flow friction points using behavioral analytics in Adobe Analytics
- Defined A/B testing measurement strategy and success metrics, enabling experimentation on article placement UX that increased article open rates by 6% and click-through rates by 9%

2020 - 2021

Technology Consultant

Ernst & Young · New York, NY

- Redesigned tagging schema and validation process, resolving a 12-month measurement issue and improving data accuracy by 13%
- Built SQL-powered Power BI dashboards integrating Adobe Experience Platform and Marketo data, delivering a unified customer 360 view that consolidated siloed audience data for sales and marketing teams across EY clients
- Applied design thinking methodologies to lead CX innovation workshops, mapping end-to-end customer journeys to identify friction points and translate stakeholder interviews into product and service design improvements

2019

Technology Consulting Intern

Ernst & Young · Boston, MA

- Mapped 100+ enterprise applications across 24 departments into the leadership recovery framework
- Conducted stakeholder interviews and synthesized findings to assess operational risks and business impact

2018

Marketing Analyst Associate

ZenChange Management Consulting

- Conducted SEO audits, keyword analysis, and competitive landscape research for small business clients, identifying growth opportunities that supported the acquisition of 6 new clients

EDUCATION

B.S.E Industrial & Operations Engineering · University of Michigan · 2019

Adobe Analytics Business Practitioner Certified · 2025