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Expert in product management, with a background in strategic consulting, marketing, brand management, and product development. Proven ability to deliver highest quality on tightest deadlines, with exceptional results in entrepreneurial, fast-paced, and demanding environments.

Recognized by clients and managers as a reliable, highly-skilled, and productive talent capable of providing innovative solutions to the highest-level and most complicated organizational challenges.

Professional Experience

FIS, November 2015 - September 2016; Sr. Product Manager, Emerging Commerce Deployment, Loyalty

Apr. 2016: Transitioned to Sr. Product Manager - Deployment (Emerging Commerce portfolio) as a result of an organizational shift from starting role as a Sr. Product Manager for the Loyalty product suite.

- Responsible for the launch and deployment of all product initiatives within the Emerging Commerce portfolio, including Loyalty, Prepaid, Gaming, Payments, and Mobile Wallets.
- Work with external vendors to track performance of launched products to ensure they are hitting revenue goals, KPI, and product adoption targets
- Manage teams to coordinate the production and distribution of marketing material, both internal and external, and coordinate product launch with sales, implementations, and executive teams
- Manage the roadmap and release schedules for all products in the Emerging Commerce portfolio
- Manage the feedback and growth plans of all product initiatives in the Emerging Commerce portfolio
- Serve as the Subject Matter Expert on calls with potential clients and executive leadership
- Serve as point of contact during industry trade shows
- Create educational material for all products for use internally
- Submit and manage proposals for new product initiatives
- Manage the development and enhancement of all products in the Loyalty Product Suite, including:
 - ScoreCard (FIS Loyalty flagship product)
 - ScoreMore and ScoreMore Deals (Vendor-provided Rewards Programs)
 - Pinpoint Merchant Offers (Enterprise Merchant Funded Rewards)
 - FastTrack, Sign&Earn (Special Credit/Debit Adoption Programs)
 - Visa Traditional Rewards

Rokk3r Labs, June 2014 - August 2015; Strategic Consultant, Project Manager, Product Manager

Strategic consultant for entrepreneurs launching companies, working in the capacities of Marketing/Growth Strategist, Product Development Manager, Product Manager, Project Manager, and Startup Partner interchangeably for 12 different products and companies in the Rokk3r portfolio.

- Worked directly with entrepreneurs to develop and execute strategic plans to launch companies
- Authored business plans and strategic planning documentation
- Provided innovative solutions to roadblocks in product development and user flow
- Researched and stayed informed about industry standards, cutting-edge technology, and potentially beneficial new products or services to incorporate in each company's strategic or technical plan
- Assessed and documented the Design Requirements for each application

- Performed and analyzed user research, A/B testing, and Crashlytics QA testing
- Managed application UI/UX deliverables
- Managed resources and timeline to ensure delivery during each phase of development
- Sourced, screened, interviewed, and hired developers, strategic players, and managers
- Managed development sprints according to layer schedules provided by tech leads
- Implemented growth plans and strategic needs in early development, then managed through launch
- Content-seeding, Landing Pages, Workflow Systems, SEO, and Marketing Campaigns
- Produced and presented materials for investment rounds, consumer adoption marketing, and B2B
- Served as ongoing Product Champion for products that launched to the app stores

Creative Play International, October 2012 - April 2014; Global Brand Manager

Hired as a Social Media Manager and quickly (within 1 month) expanded responsibilities to Global Brand Management, Product Development, and Product Management of a \$40M product line within the RC Plane category.

- Supported president of the company with communication of product positioning, features, and benefits relative to competition using competitive intelligence from trade publications, web research, and market trend analysis
- Developed and executed cross-channel marketing strategy and related materials at all levels of the sales process
- Managed the development of Assortment Plans for 48 SKUs
- Oversaw new product engineering, including flow of information and digital assets between Engineers, Graphic Designers, Product QA Teams, and President
- Prepared and presented decks and internal marketing materials in conjunction with VP of sales to secure national and international key accounts such as Wal-Mart, Toys R Us, Amazon, Target, Costco, and Tesco
- Managed social media accounts, official website, online retail accounts, marketing campaigns
- Oversaw cross-functional team in the development of a new product line of 28 planes, product packaging, and TV commercial
- Responsible for all customer service enquiries, PR, and Customer Experience Management
- Coordinator and primary point of contact for industry trade shows

Ask me about my experience as an entrepreneur:

Local 10 Card (2010 - 2014) President, Developed product, built and launched company.

Business Plan Consultant (2010) Authored a \$600M business plan for FIU/Investor partnership.

My Daily Cause (2008 - 2010) Founder, Developed product, built and launched company.

Education and Proficiency

Florida International University Honors College

BBA 2010: International Business, Economics,
European Studies, Full Scholarship

Study Abroad: Spain (2007), Italy (2009)

Entrepreneurship Challenge Champion (2008)

Bilingual English/Spanish

Expert MS Office Suite

HTML/CSS Design

Certified Grant Writer

Pragmatic Marketing Certified