

NEBAHAT SAFAK

Phoenix, AZ & San Francisco, CA

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Professional Summary

Dynamic Senior Digital Product Manager with over 8 years of experience in finance, e-commerce, and analytics. A strategic leader adept at formulating and implementing digital solutions to drive customer engagement and satisfaction. Certified Scrum Master with a proven track record in Agile innovation, strategic foresight, and data-driven decision-making. Excels in leading cross-functional teams and delivering high-quality digital products efficiently.

Business and Organizational Skills

- Software Development Life Cycle (SDLC)
- Agile Methodology
- Risk & Cost Management
- Communication
- Servant Leadership
- Program Management
- Product Management
- Driving Product Roadmap
- Budget Planning
- Risk Management
- Project Planning
- Business Analysis and Requirements Gathering
- Data Analysis and Interpretation
- Market Research and Analysis
- Stakeholder Management and Communication
- Omnichannel Strategy
- SEO Strategy

Technical Skills

- **Project Management Tools:** JIRA, Asana, Wrike, Trello, Confluence, MS Project, Smartsheet, Rally
- **Agile/Scrum:** Certified Scrum Master, Agile methodology, SAFE (Scaled Agile Framework)

- **Design Tools:** Adobe Suite (Photoshop, Illustrator, InDesign)
 - **Collaboration Tools:** Google Suite (Docs, Sheets, Slides, Forms), Slack, Microsoft Teams
 - **Programming Languages:** SQL/HQL, Python
 - **Data and Analytics:** Advanced analytics, data visualization, machine learning algorithms, statistical analysis, Tableau
 - **UX/UI Principles:** Familiarity with basic UX/UI principles
 - **DAM Systems:** Knowledge of working in and organizing DAM systems
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Professional Experience

Senior Digital Product Owner Manager

American Express – San Francisco, CA

April 2022 – January 2024

- Led design and development of major projects, ensuring high-quality outputs and alignment with brand standards.
- Partnered with business teams to create mockups and define business requirements.
- Managed product roadmaps, backlogs, and release plans.
- Conducted user research and gathered feedback to drive product improvements.
- Utilized data analytics to enhance financial service efficiency and customer satisfaction.
- Fostered cross-functional collaboration and Agile methodologies to successfully deploy projects across all business areas.

E-Commerce/Omnichannel Product Manager

Neiman Marcus Group – San Francisco, CA

June 2019 – March 2022

- Directed marketing programs across multiple channels, integrating efforts with department heads.
- Optimized marketing campaigns using data analytics to enhance profitability and margins.
- Developed market strategies and managed social media marketing initiatives.
- Implemented customer loyalty programs, resulting in a 15% increase in retention.
- Led a diverse team to successfully deploy projects, ensuring seamless collaboration.

Digital Product Manager

StylSPOTS – San Francisco, CA

March 2016 – April 2019

- Managed strategic online initiatives and marketing campaigns from concept to implementation.
- Worked closely with stakeholders to develop market strategies and roadmaps.
- Supported customer operations and facilitated consumer trends research.

- Developed and managed social marketing strategies and established brand tone.

Project Manager

World Trade Center – Ankara, Turkey

January 2009 – February 2016

- Oversaw daily operations and managed a store generating \$4 million in annual revenue.
 - Identified new business opportunities and marketed products to international B2B clients.
 - Managed product lifecycle from strategic planning to global sourcing.
 - Conducted market research and utilized data to optimize product performance.
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Education & Certifications

- **MSc in Business Analytics** – Arizona State University, Phoenix, AZ
- **Tech Project Management Certificate** – UC Berkeley, San Francisco, CA
- **Scrum Master Certification** – 2026
- **BA in Fashion & Knitwear Design** – Academy of Art University, San Francisco, CA
- **BS in Chemical Engineering** – Hacettepe University, Ankara, Turkey