LAUREN C. BATISTA

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PROFESSIONAL EXPERIENCE

Digital Product Manager   01/2023 – Present
American Express, Sunrise, FL

- Collaborate with cross-functional teams to create, build, and oversee the management of products that use enterprise marketing technology to deliver user-focused, efficient, and top-notch digital marketing experiences that drive business growth.
  - Led requirements asked by our team for all new product launches and refreshes in 2023 and 2024.
  - Launched a production support Slackbot that addresses user requests promptly and saves engineering capacity by 60%.
- Develop, maintain, and execute product roadmap and documentation, including user stories, use cases, and release notes. Track and analyze product performance and make data-driven decisions to optimize product features, user experience, and inform product strategy.
  - Led 17 enhancements as PO to facilitate a more seamless user experience through automation and/or self-service capabilities that ensured a defect rate of less than 1%.
  - Led discovery and implementation of a long-term solution to a hidden defect that resulted in 62 successful marketing and operations launches.

Educator and Multimedia Project Manager   04/2018 – 10/2022
Gainesville, FL; Hialeah Gardens, FL

- Seven grade levels (6th – 12th) of teaching experience; genuine skill instructing English language learners (ELL), students with learning disabilities, and students of low-socioeconomic statuses.
- Thrived in programming differentiated, STEAM, and standard based lessons for traditional and blended learning environments using various digital platforms, engaging in research, inquiry, and best practices to design, test, and disseminate innovative solutions in K-12 education.
- Led the design and development of the school's website and end-to-end video production process for various educational programs using UX design, research, and testing, leveraging user feedback and data insights to optimize website design and functionality.
- Spearheaded the school's STEM and Mobile Device initiatives, which succeeded in earning National STEM School Certification through AdvancED/Cognia.

CERTIFICATIONS AND SKILLS

Training/Tools: Product School; SAFe Agile; SKIP Level Technical Training for Non-Engineering Professionals; UX Design; Data Analytics; Quantitative and Qualitative Research**;** Microsoft Office Specialist in Word, PowerPoint, and Excel; Adobe Creative Cloud Suite; Google Workspace; Figma; Rally; JIRA

Teaching: Florida Educational Leadership Level I Certified; Florida Temporary Educator Certificate in Biology 6-12; Canvas Educator; Google Certified Educator – Level I; Microsoft Innovative Educator and Trainer

Languages: Bilingual/Translation in English and Spanish

EDUCATION

Doctor of Education in Curriculum and Instruction
Concentration: Educational Technology   08/2025
University of Florida, College of Education, Gainesville, FL

Master of Education in Educational Leadership   08/2022
University of Florida, College of Education, Gainesville, FL

Bachelor of Arts in Natural and Applied Sciences   05/2020
Minors in Biology, Chemistry, and Entrepreneurship
Florida International University, Honors College, Miami, FL