Lejla Omerovic

PRODUCT MANAGER

Summary

I am passionate about building user-friendly and technically sound software products with a strong foundation to scale and deliver business critical objectives. Through data-driven approaches, my focus is to create optimized experiences that bring both efficiency and joy to end-users. I am passionate about growing as a seasoned product leader by empowering teams to deliver greatness that drive customer and business growth through software products that people love to use.

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📍 Greater New York Area

🌐 linkedin.com/in/lejlaomerovic
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Skills

- Product Lifecycle Management
- Product Strategy
- Product Analytics
- Launch Planning & Delivery
- User Acceptance Testing
- Journey Maps/Personas
- UX Design
- Hypothesis Testing & Validation
- Road mapping
- Executive Presence
- People Management
- Technical Collaboration

Languages

- MySQL
- Javascript
- JSON
- HTML/CSS
- API Integrations

Education

M.B.A
Marketing & International Business
University of Connecticut
2020

Experience

SENIOR PRODUCT MANAGER

Gartner, Inc

2021 - Present

Defining and communicating the product strategy and goals alongside executive leadership while managing a team on execution and delivery.
- Launched in-house mobile app (iOS & Android).
- Desktop to web application overhaul & launch including UX design.
- Scaled product localization to support delivery in Japan, Spain, Brazil.

PRODUCT MANAGER

2019 - 2021

A strong commitment to product stability and improvements by spearheading strategic feature enhancements through prioritization and agile methodologies.
- API integration to deliver thousands of virtual expert meetings.
- Internal content management system overhaul.
- Lead product launch planning, including UAT & readiness testing.

PRODUCT MANAGER

Reed Exhibitions
2017 - 2019

Results driven product management focused on sponsorship & digital media with proven track record of successfully launching innovative sales products, exceeding revenue goals and collaborating with sales.
- 35% increase in product sales due to new digital media releases.
- 20% mobile app sponsorship sales through tactical sales training.
- Maintained up-to-date online media kits & crafted sales material.