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# Jackelyne Ferreira

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## SKILLS

- Release Planning
- Product Roadmapping
- Business Requirements
- Wireframing and Ideation
- Product Management
- Agile Product Development
- SaaS and Enterprise B2B
- Scrum, Jira, Excel and PowerPoint

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## WORK HISTORY

**Senior Product Manager**, 07/2017 to present  
**CustomerGauge** – Amsterdam

CustomerGauge introduced me to the world of Product Management & SaaS. I was able to take advantage of my product engineering background in terms of planning and resource optimization. Prioritizing stories and gauging customer satisfaction against how much work it entails has, in a way, been always part of my professional life. I have acquired experience with gathering customer requirements, leading research, testing and product strategy, managing the roadmap and developers from a different range of skills. I am proud of being able to create a smooth release, from concept to growth through the entire development of the product life cycle, for existing customers while improving user experience for both new users as well as long-term users.

**Production Planning and Control**, 03/2016 to 05/2017  
**Mais PVC Commerce and Industry** – Brazil

At MaisPVC my main responsibility was planning the line of production to ship sold items while keeping a minimum amount of stock. The main challenge relied on the fact that we had 13 machines to produce 100 different kinds of products and switching the kind of production is a costly setup operation. I would focus my time on:

- Making sure the line of production would satisfy the invoices;
- Minimizing the number of necessary machinery setup;
- Generating charts on Excel to represent the production's status;
- Keeping the stock as low as possible to avoid wasting storage space;
- Maximizing production time while keeping maintenance up to date;

**Assistance of Maintenance Planning**, 04/2014 to 12/2014  
**Amcor Rigid Plastics LTDA** – Brazil

At Amcor I was in charge of registering the problems that would lead to stopping the line of production as well as the planned maintenance. This would then become data available to show the most common causes for lack of production that should be further investigated to try and increase the maximum productivity with the minimum effort possible. I achieved this by keeping the system up to date with the machinery status and planning the maintenance period while keeping a high productivity capability;

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## EDUCATION

**Bachelor of Engineer**: Mechanical Engineering, 2016  
**Universidade Paulista** - Brazil  
**Specialization**: Software Product Management, 2019  
**Coursera**