

Jackelyne Ferreira

📍 Goiânia, Brazil (Remote-friendly | EU Work Experience)

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Professional Summary

Senior Product Manager with 8+ years of experience delivering SaaS and digital platforms across Europe, the US, Brazil, and emerging markets. Proven track record in product-led growth, customer experience, and data-driven decision making, with measurable results in revenue expansion, retention, and user engagement. Skilled at leading cross-functional teams, defining product strategy and roadmaps, and applying AI/LLMs to accelerate discovery and delivery.

Core Skills

- **Product Management:** Product Strategy, Roadmapping, Go-to-Market Strategy, Product-Led Growth, Retention & Monetization
- **Data & Analytics:** SQL, Pendo, Kibana, Google Analytics, Excel
- **AI & Emerging Tech:** LLMs (ChatGPT, Claude, Gemini, Cursor, Co-Pilot), AI-driven product workflows
- **SaaS & Platforms:** B2B SaaS, Enterprise Software, Customer Experience (CX), Workflow Automation, Campaign Orchestration
- **Leadership & Collaboration:** Cross-Functional Team Leadership, Stakeholder Management, Remote Team Management, Mentorship

Professional Experience

Founding Product Manager | Cloud Indexed

Remote (Brazil) | 2025 – Present

Partnered with the founder to design and build an AI-powered platform simplifying AWS navigation for engineers.

- Applied LLMs (ChatGPT, Claude, Gemini, Cursor, Junie, Co-Pilot) to accelerate discovery, market research, roadmap design, and frontend prototyping.
- Delivered prototypes demonstrating how AI can reduce complexity in cloud environments and improve usability.
- Defined product strategy and roadmap for a seed-stage SaaS product, balancing innovation with customer discovery.

Senior Product Manager | CustomerGauge

Amsterdam, Netherlands | 2017 – 2024

Led product strategy and roadmap for enterprise SaaS platform, with responsibility for revenue growth, retention, and customer experience improvements.

- Cut onboarding time from 2 weeks → 1 day by redesigning campaign orchestration;
- Delivered 10% upsell in SMS and expanded revenue through WhatsApp integration.
- Increased Product NPS by +15 points and reduced CS workload by 20% through self-service analytics.
- Reduced manual reporting tasks by 80%, boosting platform engagement by 35%, through a 0→1 workflow automation platform.
- Lowered support tickets by 70% with redesigned data ingestion (CSV, API, SFTP) and proactive validation.
- Owned multi-year roadmap and product vision, integrating customer discovery, competitor benchmarking, and innovation priorities.
- Managed a cross-functional team of 7 (Product Owner, QA, Support, Developers, Designer), leading 1:1s, mentorship, and performance feedback.
- Partnered with Meta, Vonage, Unlayer to integrate advanced features and strengthen enterprise positioning.

Education & Certifications

- Mechanical Engineering | UNIP, Brazil
- Software Product Management Specialization | Coursera
- Interaction Design Specialization | Coursera
- Responsive Web Design | freeCodeCamp
- Product-led Certification | Pendo.io

Speaking Engagements

Guest Speaker, Monetize Conference (CustomerGauge, 2022): Presented on customer experience and retention strategy to global SaaS audience.

Languages

Portuguese: Native

English: Fluent