

Sharon Elizabeth Philips

(725)350-5285 • sharonbeth17@gmail.com • linkedin.com/in/sharon-philips-22a913382 • <https://sharonphilips.com>

Aspiring Product Manager | Experienced Data Engineer | Data-Driven Product Builder

Data Engineer with 6+ years of experience delivering scalable ETL pipelines and **SQL** solutions in the US healthcare sector, transitioning into Product Management through self-directed product building. Built CTR Ad Studio, an AI-powered advertising creative optimization platform that achieved **16%** higher CTR and 11% lower CPC through experimentation, and Bon Voyage, a travel discovery platform that acquired **100+** unique users in its first month. Passionate about building products that combine data, experimentation, and user insights to solve meaningful problems.

PROFESSIONAL EXPERIENCE

Cognizant Technology Solutions

09/2022 – 09/2025

Product Technical Specialist

- Optimized IBM DataStage ETL pipelines through parallel processing, reducing healthcare data processing time by **25%** and improving system reliability.
- Collaborated with business and technical stakeholders to analyze requirements and application issues, enabling targeted system enhancements without introducing production regressions.
- Owned high-priority production incidents from triage through resolution, maintaining a 24-hour resolution cycle and minimizing disruption to healthcare client operations.

Alphind Software Solutions

04/2021 – 08/2022

SQL Developer

- Designed and implemented HIPAA-compliant healthcare data models from scratch, strengthening data security and supporting compliant handling of sensitive healthcare information.
- Initiated cross-functional sprint planning after identifying gaps between feature delivery and business priorities, improving alignment between engineering and business stakeholders.

Align Associate

08/2019 – 03/2020

SQL Developer

- Restructured an undocumented system into flowcharts, FAQs, and root cause documentation, improving system uptime by **20%** and eliminating repeated escalations.

Cognitive Platform Solutions

07/2018 – 06/2019

Associate Process Analyst

- Contributed to the software development life cycle (SDLC) phases during agile sprints, automated SQL tasks, and maintained documentation for client interactions.

PRODUCT PORTFOLIO

CTR Ad Studio | AI Powered Creative Optimization Platform for Advertisers

06/2026 – Present

- Conducted advertiser research and identified that product-only imagery often lacks context and relevance, making it difficult for consumers to visualize products in everyday use and reducing engagement.
- Defined product goals and requirements and launched CTR Ad Studio (<https://ctradstudio.com/>), a platform that generates lifestyle imagery, palette variations, and campaign-objective-specific captions, helping advertisers create more contextual and inspiring ad experiences aligned with awareness, consideration, catalog sales, and conversion objectives.
- Additionally, it generates multiple ad variants for A/B testing, predicts CTR scores, ranks above control challengers, and recommends a Top Pick creative for testing—with the generated creatives delivering **a 16% higher CTR** and **an 11% lower CPC** than the original product imagery.

- Spotted a real user problem: that many people, myself included, often aren't aware of the different travel options available within their budgets, and built **Bon Voyage (<https://bonvoyage.website>)** from scratch using Lovable, covering 213 countries across four currency ranges.
- Defined MVP scope, prioritized the roadmap, acquired **100+** unique users in its first month, and implemented analytics tool Mixpanel to track KPIs and funnel performance on real merchant data.
- Analyzed Mixpanel funnel data, identified a drop-off at the country selection step, and hence translated user insights into product improvements by simplifying the budget-based discovery experience, reducing friction, and improving engagement.

SKILLS

- **AI Tools:** Lovable, ChatGPT, Claude, Perplexity (used for research, ideation, and rapid prototyping)
- **Product Management:** Agile/Scrum, Digital Platform, Feature prioritization, Funnel Analysis, Go to Market Strategy, MVP definition, Product Discovery, Product Strategy, Requirements gathering & user stories, Stakeholder communication, Technical Design Documentation
- **Core Competencies:** Ambiguity navigation, Consumer empathy, Cross-functional collaboration, Customer Success, Data-driven decision making, Ownership, Problem-solving, Rapid skill acquisition, Zero-to-one product building
- **Data & Analytics:** A/B Testing, Compliance-driven data design, Data modeling, ETL pipelines, Performance optimization, SQL scripting
- **Tools & Platforms:** IBM Infosphere DataStage, JIRA, Microsoft office, MS SQL Server (2019), MySQL Workbench 8.0, SQL Profiler

EDUCATION

Bachelor of Engineering (B.E.) in Computer Science

Velammal Institute of Technology

08/2014 – 04/2018

CERTIFICATIONS

PSM 1 (Agile & Scrum Certification)

Product Management Foundations

SQL for Data Analysis