

Sharon Elizabeth Philips

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

As a Data Engineer with **6+ years** in the US healthcare sector, I have built **ETL** pipelines and **SQL** solutions that improved platform performance by **40%**. Currently transitioning into Product Management by building and scaling products such as **CTR Ad Studio**, an AI-powered creative optimization platform that helps **advertisers** create more relevant and engaging ad experiences through **lifestyle imagery**, **CTR prediction**, and variant ranking, with generated creatives delivering **44%** higher CTR and **11%** lower CPC than original product imagery. I also launched Bon Voyage, a **travel discovery** platform, growing it to **100+ unique users** in its first month while owning the roadmap, MVP, and growth. I enjoy turning ideas into products through experimentation, data-informed decision-making, and a deep focus on user needs.

PROFESSIONAL EXPERIENCE

Cognizant Technology Solutions Product Technical Specialist

09/2022 - 09/2025

- Healthcare platform users faced 30% slower query response times due to inefficient **SQL** and workflow gaps. To get to the root of it, I led stakeholder demos, gathered user feedback, and translated pain points into workflow and SQL improvements, which eventually reduced response time by **30%** and measurably improved the platform's user experience, driven by data, not guesswork.
- Large-scale **ETL pipelines** experienced recurring bottlenecks that degraded reliability. I designed, deployed, and optimized **IBM DataStage** pipelines, tuning them for parallel processing, resulting in a **25%** reduction in processing time and improved system reliability for enterprise healthcare clients.
- High-priority production incidents disrupted healthcare client operations. Incidents and backlogs were triaged and resolved end-to-end without any handoffs. All issues were consistently resolved within **24 hours**, restoring uptime and building client trust.

Alphind Software Solutions SQL Developer

04/2021 - 08/2022

- Healthcare data models lacked compliance rigor. Took full ownership and architected secure, **HIPAA**-compliant data models from scratch within a single sprint window, no extended timeline, delivered a production-ready solution that scaled sensitive **US** healthcare data handling without a single compliance risk.
- Identified feature delivery diverging from business priorities and took initiative to drive cross-functional sprint planning involving both engineering and business stakeholders, enhancing alignment and accelerating delivery speed.

Align Associate SQL Developer

08/2019 - 03/2020

- Took ownership of a chaotic, undocumented system, structured it into flowcharts, FAQs, and root cause documentation, which improved uptime by **20%** and eliminated repeated escalations.

Cognitive Platform Solutions Associate Process Analyst

07/2018 - 06/2019

- 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**, launched CTR Ad Studio (<https://ctradstudio.com/>), and validated creative improvements through experimentation, a platform that generates lifestyle imagery, palette variations, and **campaign-specific** captions, helping advertisers create more contextual and inspiring ad experiences aligned with **awareness, consideration, catalog sales, and conversion** campaign 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 44% higher CTR** and **a 11% lower CPC** than the original product imagery.

Bon Voyage | AI Powered Travel Discovery Platform

02/2026 – Present

- 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, 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, Data-driven decision making, 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

Pinterest Certified Media Buyer

Pinterest Certified Media Planner

Pinterest Advertising Essentials

Pinterest Performance Essentials

Product Management Foundations