

HEATHER LANA

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AGILE PRODUCT MANAGER | STAKEHOLDER ADVOCATE | INCLUSIVE PRODUCT ADVOCATE

Product Manager with 7+ years of experience driving product vision, roadmap execution, and value delivery across enterprise platforms serving 8,000+ users. Proven ability to collaborate with business stakeholders, engineering teams, and UX partners to deliver products that maximize business value while maintaining exceptional quality standards. Deep expertise in Agile methodologies, user research, and data-driven decision making.

TECHNICAL PROFICIENCIES

Product & Project Management: JIRA, Confluence, Smartsheet, Miro, Airtable, Azure DevOps, Agile/Scrum

CRM & Support Systems: HubSpot (Intermediate), Zendesk, Salesforce (working knowledge)

Platform & CMS: Adobe Experience Manager (AEM as a Cloud Service), Wordpress, Drupal, SharePoint

Data & Analytics: Power BI, Snowflake, Adobe Analytics, Tableau, SQL

Cloud & Development: AWS (Lambda, API Gateway, Kendra), Terraform, Python, JavaScript, API Design

PROFESSIONAL EXPERIENCE

Product Manager (Contract) | Adobe Experience Manager Platform

Microsoft | Atlanta, GA (Remote) | September 2025 – November 2025

- Served as Product Manager for high-impact platform optimization engagement, managing backlog and coordinating with global development teams to improve search discoverability across multi-market enterprise environment.
- Led extraction and restructuring of 19,000+ content files through disciplined sprint planning and stakeholder alignment—enabling AI-driven content ingestion and improved search performance.
- Authored Connected Content framework documentation defining metadata-based associations, automated linkage rules, and governance standards to reduce manual curation workload.
- Acted as interim QA Lead during team transition, establishing test plans, defect triage practices, and release quality standards ensuring production readiness.

Product Manager | Marketing Operations Platform

Elevance Health | Atlanta, GA (Remote) | September 2022 – September 2025

Key Achievements

- Launched enterprise-scale DAM platform on Adobe Experience Manager Cloud 0-to-1.
- Executed cloud migration of 500,000+ digital assets with zero downtime, improving platform reliability and scalability.
- Led Agile cross-functional team of 4 across multiple time zones, facilitating sprint planning, backlog grooming, and iterative feature delivery.
- Built real-time content delivery cloud application enabling dynamic asset distribution across company-owned channels.

Strategy & Planning

- Developed and executed product vision and roadmap for enterprise Digital Asset Management platform serving 8,000+ employees, ensuring alignment with business objectives and budgetary requirements.
- Conducted extensive user research across the enterprise through interviews and surveys, translating stakeholder requests into actionable product enhancements that drove 30% increase in content reuse rates.
- Drove strategic planning process that secured platform funding within 90 days of starting role, demonstrating rapid value proposition to executive stakeholders.
- Monitored product performance through defined KPIs, analyzing key metrics to identify optimization opportunities and drive continuous improvement.

Collaboration & Communication

- Maintained alignment with executive-level stakeholders through regular reporting and presentations on product health, adoption metrics, and operational improvements.
- Collaborated with business stakeholders to gather and refine feature requests, defending prioritization decisions based on data-driven value analysis.

- Partnered closely with UX, Engineering, and QA teams across EST and IST time zones on solution design and delivery, ensuring technical feasibility and quality standards.
- Managed vendor relationships and evaluated new technologies to enhance platform capabilities while maintaining budgetary compliance.

Validation & Confirmation

- Validated project deliverables to ensure expected benefits were demonstrated, including 40% reduction in asset retrieval time through AI-powered search solution.
- Captured and distilled voice of customer feedback through continuous user research, behavioral analysis, and adoption tracking to inform roadmap priorities.
- Developed comprehensive testing frameworks including UAT planning, acceptance criteria definition, and user persona design to ensure quality delivery.
- Delivered API-driven automation workflows reducing manual asset handling by 80%, accelerating go-to-market speed for sales materials.

Consultant | Analytics & Digital Product Operations

Aspirent | Atlanta, GA (Remote) | December 2020 – September 2022

Fortune 500 Apparel Retail Client:

- Served as Product Manager for eCommerce team, collaborating with stakeholders to prioritize multi-brand checkout, cart, and fulfillment enhancement backlog.
- Built PowerBI dashboards translating complex user behavior data into actionable insights, enabling product teams to make evidence-based prioritization adjustments.
- Designed A/B testing framework and developed quantitative risk models to evaluate customer-facing defects, ensuring data-driven product decisions.

National Building Products Manufacturer:

- Owned delivery of financial dashboards processing billing data from multiple platforms via Snowflake, reducing manual data processing by 50%.
- Configured usage dashboards and plug-and-play templates for billing product customers, reducing support tickets by 20%.

Digital Asset Management Specialist

UPS | Atlanta, GA | October 2018 – December 2020

- Built and scaled global DAM platform supporting 12,000+ users worldwide, serving as functional Product Manager for platform strategy and execution.
- Authored user stories, prioritized product backlog, and led Agile ceremonies (sprint planning, backlog grooming, retrospectives) to deliver iterative platform enhancements tied to usage growth KPIs.
- Conducted market research and user feedback analysis to inform feature prioritization and innovation roadmap.
- Coordinated 3-month Site Accessibility initiative to achieve WCAG 2.0 compliance, improving usability for diverse user base.
- Led 9-month Search Enhancement project reducing bounce rate by 250% and page load time by 500% through systematic optimization and user testing.
- Developed comprehensive testing process including test script writing, UAT planning, user persona design, and acceptance criteria establishment.
- Created 0-to-1 historical repository making 22,500 archival assets accessible to 8,250+ employees, achieving 25% engagement rate.
- Strengthened vendor partnerships to optimize platform uptime and content delivery velocity.

EDUCATION

Georgia Southern University | Statesboro, GA
 Bachelor of Science, Public Relations | 2013 – 2017
 Bachelor of Arts, International Studies | 2013 – 2017

BNBU (北師香港浸會大學) | Zhuhai, China
 Minor in Mandarin/Exchange Program | 2015 – 2016

CORE COMPETENCIES

Product Vision & Roadmap Development • Stakeholder Management & Communication • Agile/Scrum Leadership • Cross-Functional Team Collaboration • User Research & Voice of Customer • KPI Definition & Monitoring • Feature Prioritization • Budget Management • Change Management • Technical Fluency • Strategic Planning & Execution