

Heather Lana

Product Manager — Enterprise MarTech, Content Platforms & Digital Transformation

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SUMMARY

Product leader with 8+ years spanning enterprise content platforms, marketing technology, and customer-journey transformation — equally comfortable owning day-to-day workflow execution and shaping SAFe-driven product strategy at the executive level. Deep, hands-on fluency across the Adobe Experience Cloud stack (AEM, AEP, AJO, RT-CDP, Workfront) built through 0-to-1 platform launches, large-scale SFMC-to-Adobe journey migrations, and enterprise DAM/content-supply-chain ownership. Proven at translating ambiguous business objectives into scalable, adopted solutions across cross-functional and cross-time-zone teams, with a track record of measurable outcomes: platforms serving 20,000+ users, 80% reductions in manual workflow effort, and 40% faster content retrieval through AI-powered search.

CORE COMPETENCIES

Content Supply Chain & DAM	SAFe Product Ownership	SFMC → Adobe Journey Migration	Customer Journey Strategy
Adobe Experience Cloud (AEM, AEP, AJO, RT-CDP)	Workflow Automation & Integration	Enterprise Stakeholder Management	AI-Powered Search & Content Ops

PROFESSIONAL EXPERIENCE

Senior Product Manager (Contract) — Centene (Feb 2026 – Apr 2026)

Led end-to-end Medicare campaign migration within Profile Journey Management, translating legacy Salesforce Marketing Cloud journeys into the Adobe One stack as SAFe Product Owner.

- **Journey Migration Leadership:** led end-to-end migration of Medicare line-of-business campaigns, translating legacy Salesforce Marketing Cloud journeys into structured, delivery-ready Adobe One configurations.
- **Requirements & Documentation:** authored BRDs defining scope, data dependencies, and success criteria across multiple concurrent campaign migrations, aligning business and technical stakeholders.
- **Agile Product Ownership:** owned the backlog and acceptance criteria for a SAFe Agile team, running sprint ceremonies to maintain delivery velocity.
- **Campaign Translation & Orchestration:** mapped journey logic, audience segmentation, and content touchpoints from multiple omni-channel campaigns into target platform architecture.

Technical Environment: Adobe One (Adobe Journey Optimizer, Customer Journey Analytics, Customer Data Platform, Adobe Experience Platform), Jira, Confluence, SAFe

Product Manager (Contract) — Microsoft (Sep 2025 – Nov 2025)

Optimized global AEMaaS content structure, search performance, and content relationships across a multi-market enterprise environment.

- **Content Architecture:** led extraction and restructuring of 19,000+ embedded content files, enabling indexability and AI-driven content ingestion for improved site-level search.
- **Search Strategy:** optimized metadata, taxonomy, ranking strategy, and faceted search UX for AI-assisted search.
- **Automation Framework:** authored a Related Content framework with metadata-based associations and automated linkage rules, reducing manual curator workload.
- **Quality Leadership:** served as interim QA Lead during a team transition, establishing test plans and release quality standards.

Technical Environment: Adobe Experience Manager (AEMaaS), AI-assisted search optimization, content architecture, metadata governance, Azure DevOps, Agile/Scrum

Product Manager, Marketing Operations Platform — Elevance Health (Sep 2022 – Sep 2025)

Led 0-to-1 product strategy and execution for an enterprise DAM platform serving 8,000+ employees across a Fortune 20 healthcare organization; managed a cross-functional team of 4 across EST and IST.

- **Platform Launch:** launched an enterprise-scale DAM platform managing 750,000+ assets, driving a 30% increase in content reuse.

- **AI-Powered Search:** designed and deployed an NLP/ML-powered search solution, reducing asset retrieval time by 40%.
- **Workflow Automation:** built API-driven workflow automation between Workfront and Seismic, cutting manual asset handling by 80%.
- **0-to-1 Delivery & Funding:** led 0-to-1 development of a real-time content delivery application, achieving 85%+ usability satisfaction; executed a zero-downtime migration of 500,000+ assets and secured platform funding within 90 days via stakeholder research and a data-driven business case.

Technical Environment: Adobe Experience Manager (AEMaaCS), AWS (Kendra, Lambda, API Gateway), NLP/ML models, Python, SQL, Jira, Confluence, Workfront, Seismic

Consultant, Analytics & Digital Product Operations — Aspirent (Dec 2020 – Sep 2022)

Served as Product Manager and Analytics Consultant across Fortune 500/50 client engagements in retail, manufacturing, and automotive.

- **Fortune 500 Apparel Retail:** managed checkout, cart, and fulfillment experiences for a multi-brand eCommerce platform, improving cart-to-purchase conversion 12% through A/B testing.
- **Fortune 50 Home Improvement Retail:** built tablet-optimized, real-time SKU-level dashboards for in-store teams and evaluated last-mile fulfillment integrations.
- **Manufacturing Client:** delivered PowerBI dashboards and scalable Snowflake pipelines for finance and growth analytics, cutting manual data processing 50%.
- **Internal Consulting Ops:** led CRM migration (SuiteCRM → HubSpot) and built an enterprise-wide milestone calendar improving cross-team release coordination.

Technical Environment: PowerBI, FullStory, Snowflake SQL, Adobe Analytics, Jira, HubSpot, Smartsheet, Adobe Experience Manager Sites

Digital Asset Management Specialist — UPS (Oct 2018 – Dec 2020)

- Built and scaled a global DAM platform supporting 12,000+ users, authoring user stories and leading Agile ceremonies for iterative delivery.
- Led a 9-month search enhancement project reducing bounce rate by 250% and page load time by 500%; delivered a 3-month WCAG 2.0 accessibility initiative to full compliance.
- Championed a 0-to-1 historical repository making 22,500 archival assets accessible to 8,250+ employees worldwide (25% engagement rate).

Technical Environment: Adobe Experience Manager Assets, Jira, Agile/Scrum, WCAG 2.0, CDN optimization

Brand Asset Manager — ICP (Coca-Cola) (Dec 2017 – Oct 2018)

- Served as DAM SME on Coca-Cola's global PIM Selection Team, advising on Salsify/Syndigo integration and enterprise asset governance across packaging, eCommerce, and B2B distributor platforms
- Coordinated cross-functionally across CST, IST, and EST.

Technical Environment: StyleLabs, Chili Publish, Salsify, Jira, Agile/Scrum, WCAG 2.0

TECHNICAL EXPERTISE

- **MarTech & Adobe Experience Cloud:** Adobe Experience Manager (Expert – AEMaaCS, Assets, Sites), Adobe Experience Platform, Adobe Journey Optimizer, Customer Journey Analytics, Real-Time CDP, Adobe Workfront, Adobe Analytics, Adobe Target, Salesforce Marketing Cloud, Seismic, StyleLabs, ChiliPublish
- **Product & Project Management:** Jira, Confluence, Smartsheet, Miro, Airtable, Azure DevOps, Agile/Scrum, SAFe, User Story Writing
- **AI & Machine Learning:** NLP, ML models, AI-Powered Search (AWS Kendra), LangChain, Inference Pipelines, Python
- **Cloud, Data & Analytics:** AWS (Lambda, API Gateway, ELB, Kendra), Azure, Terraform, CloudFlare CDN, Cloud Migrations, Python, SQL (Snowflake, MySQL), PowerBI, Tableau

EDUCATION

Georgia Southern University

B.S. in Public Relations; B.A. in International Studies (Minor: Mandarin) — 2013–2017

Year-long exchange program, Beijing Normal University–Hong Kong Baptist University, Zhuhai, China