

# April Mazzola | CSPO

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## Professional Summary

Senior Technical Product Lead & Certified Scrum Product Owner with over 20 years of experience driving organic digital strategy, technical product ownership, and full-stack development platforms. Expert in Agile methodology, engineering squad leadership, and scaling enterprise digital ecosystems. Proven track record as VP of Digital Platform, launching high-impact digital ecosystems and optimizing user experience (UX) through data-driven GA4 analytics, SEO, and WCAG accessibility.

I specialize in transforming complex business requirements into actionable product roadmaps within highly regulated environments. By bridging the gap between technical engineering, marketing, and legal compliance, I have successfully scaled organic site traffic by over 600% and delivered award-winning e-commerce transformations.

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## Skills & Tools

**Strategic Leadership & Governance:** Digital Transformation, Product Roadmap Development, Vendor Management, Change Management, Cross-functional Team Leadership, SDLC Optimization, Budgeting & ROI.

**Product & Agile Management:** Web Product Ownership, Agile (Scrum/Kanban) Methodology, Stakeholder Alignment, Backlog Refinement, Epics & User Story Creation, Intake & Triage Workflows, X-Ray, Usersnap (UAT Management), JIRA, Confluence, Trello, Miro.

**Platforms & Ecosystems:** Contentful (Headless CMS), WordPress, Oracle Commerce Cloud, SearchStax, PriceSpider, Conductor, CrownPeak, Adobe Creative Suite, Braze, Optimizely, Google Optimize, Data Studio.

**Analytics & Data Strategy:** GA4 Migration, Server-Side Tagging, Google Tag Manager (GTM), Medallia DXA, A/B Testing Strategy, UTM Governance, SEO/SEM Strategy.

**Compliance & Accessibility:** WCAG 2.1 & ACAA Standards, Data Privacy (GDPR/CCPA) Compliance, Technical Auditing, Inclusive Design.

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## Professional Experience

**Jenius Bank (SMBC) — Remote | May 2022 – March 2026**

**Vice President Digital Platform & Experience Owner**

- Full-stack platform owner for the public website, engineering the 12-month technical roadmap in Miro to govern all feature development, back-end integrations, and UI/UX design workflows.
- Managed and led cross-functional engineering squads and development teams, translating complex legal, security, and WCAG accessibility mandates into a high-priority technical backlog.
- Pulled, owned, and audited all platform data metrics; utilized GA4 analytics and data infrastructure to drive technical optimization without compromising launch timelines.
- Architected a rapid-scale technical SEO/AIO strategy—managing a direct report focused on content execution—to achieve a 148% month-over-month increase in Google impressions and scale organic traffic from 1,700 to 13,000+ monthly users.
- Established the enterprise Jira workflow and structural hierarchy (Epics, Stories, Spikes) as the inaugural Product Owner to deploy live, deploying automated intake systems that reduced request-to-backlog cycle time by 40%.
- Maintained 100% alignment with regulatory security standards and the Definition of Done by creating test scenarios and executing end-to-end User Acceptance Testing (UAT) within Xray.

## Simpler Trading — Remote | July 2021 – May 2022

### Analytics Lead Product Owner

- Served as the primary lead for the enterprise transition to **GA4**, managing the **GTM tagging** and data infrastructure, including **server-side tagging**, to provide the marketing team with high-integrity performance metrics.
- Secured enterprise revenue streams by executing a direct-action **digital brand protection** strategy; leveraged registrar-level protocols to successfully decommission fraudulent clone sites and neutralize phishing threats without the latency of legal filings.
- Partnered with leadership to translate complex funnel analytics into **actionable product insights**, optimizing the user journey for high-traffic subscription platforms.

## TIGI (Unilever) — Lewisville, TX | July 2018 – July 2021

### Web Manager

- Web and digital consultant within the **Digital Transformation** team to rebuild and transform the TIGI B2B eCommerce platform utilizing **Oracle Commerce Cloud/CX Cloud**, translating business requirements into actionable features.
- Secured the **2021 Markie Award** for Most Improved Customer Experience by spearheading a comprehensive B2B site overhaul that delivered a **30% increase in sales**.
- Achieved **#1 rank in digital compliance** across the global Unilever ecosystem by auditing and remediating assets for **WCAG accessibility** and data privacy.
- Managed global digital operations across 7 international markets, standardizing **B2B** and **B2C** delivery frameworks to ensure technical and brand consistency for a multi-million dollar global portfolio.
- Integrated complex e-commerce solutions, including **where to buy** platform, PriceSpider, while managing cross-regional vendor collaborations for professional and retail channels.
- Modernized analytics infrastructure by deploying **GA4**, improving data-driven strategy for senior leadership.

## The University of Texas at Dallas — Richardson, TX | July 2017 – May 2018

### Web Manager

- **Boosted QA compliance from 60% to 98%** for the Jonsson School of Engineering, significantly improving accessibility scores and site health.
- Earned the **2018 Gold Award** for the digital redesign of the school's magazine site, enhancing mobile engagement and user retention.

## American Airlines — Fort Worth, TX | March 2015 – April 2017

### Associate Web Editor

- Ensured 100% **regulatory compliance** across global digital platforms by adhering to strict **WCAG** and **ACAA** (Air Carrier Access Act) accessibility standards, mitigating legal risk for a **Fortune 50 enterprise**.
- Improved content deployment efficiency within complex enterprise **CMS workflows**, ensuring real-time accuracy for corporate communications and customer-facing digital touchpoints.
- Standardized **digital accessibility** protocols across the corporate site, serving as a subject matter expert for inclusive design and screen-reader compatibility.

## Principal Consultant / Independent Web Developer | 2002 - 2015

Architected end-to-end web strategy and full-stack solutions for a diverse portfolio of small businesses, boutique agencies, and niche e-commerce entrepreneurs (including A1 Web Consulting and iRetouchPix).

- **Full-Stack Engineering:** Developed and maintained dynamic, data-driven web applications utilizing the traditional LAMP stack (Linux, Apache, MySQL, PHP).
- **Interactive Design:** Specialized in rich multimedia deployment, utilizing Flash and ActionScript to build highly interactive, immersive digital user experiences.

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## Education / Certifications

### Bachelor of Arts

*Interdisciplinary Studies – Foundation in Science, focus in Business Management & Art Technology*  
University of Texas at Dallas – 2014 (Cum Laude)

### Certifications

**Certified Scrum Product Owner**  
Scrum Alliance  
05/20

### Associate of Applied Science

*Computer Programming & E-Commerce*  
Dallas College – 2008