EUNICE QUEZON

Senior Product Strategist | AI & Automation

310-593-3537 | eunice.m.quezon@gmail.com
https://linkedin.com/in/eunicequezon
https://eunicemquezon.com

PROFESSIONAL SUMMARY

15+ years leading product innovation across digital entertainment, eCommerce, and AI-powered platforms—building immersive, scalable experiences for both D2C and B2B users.

Experienced in delivering AI-first user journeys, monetization layers, and content-commerce integrations that drive engagement, retention, and measurable business impact.

Known for uniting product vision with engineering execution to launch consumer and enterprise solutions driven by experimentation strategy, personalization frameworks, and cross-functional execution.

PROFESSIONAL EXPERIENCE

Principal Product Strategist, AI & Automation

Story Architechs | Remote   *May 2023 – Present*

Led AI architecture, automation strategy, and agentic systems design for enterprise clients across sectors.

- Designed enterprise-ready AI architecture and migration roadmaps for multiple clients, delivering implementation plans within 30 days
- Built RAG-based multi-modal AI agents with cross-enterprise orchestration, dramatically increasing productivity and creative output
- Developed dual-track product roadmaps balancing quick wins with strategic long-term infrastructure improvements
- Implemented RPA/IPA and APA solutions enabling scalable system synergy and sustainable growth

Executive Director of Product, Immersive Experiences

Ozone Metaverse | Remote   *May 2023 – Dec 2024*

Drove immersive product experiences and monetization across GenAI-powered metaverse platforms and IP-based content.

- Led development of cloud-based AR/VR platform with 3D rendering and GenAI capabilities for immersive entertainment and commerce
- Spearheaded high-profile immersive projects including Barbie World and Ghostbusters & Ghouls City using virtual try-on and phygital experiences
- Created virtual movie theater ecosystem with customizable screening rooms, generating new revenue streams with virtual concessions
- Implemented AI-powered analytics enhancing purchase flow with hyper-personalized recommendations, resulting in significant conversion increases

Product Strategy Manager, Consumer Experience Group

Warner Bros., Inc. | Burbank, CA   *Nov 2018 – Aug 2022*

Directed omni-channel product strategies for global IPs, bridging content, commerce, marketing, and CX with a seamless SSO and identity experience across platforms.

- Led global brand expansion for WB's largest IPs (DC Comics, Harry Potter, Looney Tunes) through data-driven product strategies
- Managed multi-track consumer experience projects with standardized cross-functional implementation processes
- Developed executive-ready visualization tools for project milestones, OKRs and KPIs across omni-channel initiatives
- Established measurable product success frameworks, regularly presenting actionable insights to leadership

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Senior Product Manager, Home Entertainment

Warner Bros, Inc. | Burbank, CA   *Nov 2016 – Aug 2022*

Led development and launch of cross-studio streaming platform with social viewing, gamification, and embedded e-commerce.

- Managed inception and launch of Movies Anywhere, maintaining 99.9% uptime during peak viewing periods
- Developed "Watch Together" feature with integrated messaging, boosting engagement up to 40%
- Launched "Screen Pass" acquisition program, increasing subscriptions by 28% and retention by 34%
- Created interactive film-based games, growing average session time by 53%
- Optimized purchase and rental flows with personalized recommendations, increasing revenue by 42%
- Unified 7 studio libraries with 5 digital retail platforms into a seamless ecosystem
- Added real-time metadata overlays showing actors/characters during playback

Technical Product Manager

Sony Pictures Entertainment | Culver City, CA   *Feb 2000 – Mar 2016*

Provided project lifecycle leadership, business analysis, and subject expertise for enterprise-wide IT implementations, managing Business Intelligence teams within a global 6,500-user organization.

- Led optimization of enterprise data asset management and API integration, increasing box office revenue by 30%
- Bridged business and technical teams, translating complex requirements into actionable development plans
- Pioneered early social viewing features and interactive movie experiences that became industry standards
- Created advanced content discovery systems increasing viewer engagement with catalog titles by 52%

TECHNICAL SKILLS & EXPERTISE

- **Product Development:** Feature road mapping, A/B testing and experimentation strategy, QA collaboration, user story creation, agile methodologies
- **Entertainment Technology:** Streaming platforms, content delivery systems, social viewing features
- **AI & Data:** ML analytics, RAG systems, multi-modal agents and orchestration, simulation, identity management
- **E-commerce:** Transaction processing, payment gateways, purchase funnel optimization
- **Gaming & XR:** AR/VR development, 3D rendering, gamification, immersive experience

TOOL PROFICIENCY

- **AI & Automation:** LangChain, LangGraph, CrewAI, UiPath, Zapier, n8n, Amazon Bedrock, IBM watsonx
- **Creative & GenAI:** Runway, MidJourney, Sora, Veo, ElevenLabs, Synthesia, UXPilot, Lovable
- **3D & XR:** Unity, Unreal, Blender, Three.js, ARKit, Ozone
- **Product & Data Tools:** Airtable, Jira, Figma, GA4, Tableau, Python, SQL, Git, Okta
- **Experimentation & QA:** Optimizely, Amplitude, Mixpanel, Gherkin, Selenium, Postman, BrowserStack, TestRail

View full tools list and portfolio: eunicemquezon.com/resume

EDUCATION & CERTIFICATIONS

- **AI Certifications:** AI for Everyone (Coursera), Building AI Tools Bootcamp (Udemy)
- **Product Management:** Certified Scrum Product Owner and Scrum Master (Scrum Alliance), ITIL v3 (PMBOK)
- **Marketing:** Digital Marketing & SEO Analytics (MIT Sloan)
- **Education:** Université Sorbonne Nouvelle/University of California, Los Angeles, BA Film Critical Studies/French
- **Notable:** TechEx Speaker on storytelling in Mixed Reality/Immersive Experiences (2023)