Elisa Marshall

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Summary

Strategic and results-oriented product manager with a record of driving growth and leading cross-functional teams. Expertise in product management, data/ML, and strategy and operations, with a passion for experimentation and building innovative and reliable products.

Experience

Nurx (Acquired by Thirty Madison), San Francisco, CA

Product Lead, Growth and Patient Experience May 2022-Oct 2024

- Released a new React Native mobile app (used by 30% of patients) in July 2024 and supported Nurx re-platforming to enable adoption of FHIR standards
- Drove 13% increase in subscribed patients through CVR improvement and The Pill Club acquisition, and successfully launched three new service lines driving $510K/month in revenue
- Built checkout add-ons framework to drive cross-care, generating $1.3M/month (10% of total revenue)
- Reduced provider review time for multiple requests by 40% through queue and navigation improvements
- Achieved $958K/year revenue across price increases and creation of a service fee (7% total revenue)

Meta, San Francisco, CA

Platform Partnerships, Scaled Growth Lead Dec 2019-May 2022

- Created and implemented new product adoption programs for Identity, Gaming Services, Stories and Messenger:
  - Contributed 524K incremental monthly Login users through 50 new app integrations
  - Added 15.2K incremental monthly unique shares via 31 new Sharing to Stories integrations
- Enhanced org's lead conversion by 45% through use of new internal and external data sources
- Pioneered developer support pilot for 50K unmanaged partners in 2020, retaining $365M+ in monthly revenue, leading to a platform-wide rollout in 2021

Amazon, Seattle, WA

Sr. Product Manager, Prime Team Sep 2017-Dec 2019

- Optimized Prime member marketing through launch of risk propensity machine learning models, resulting in 200K incremental members in 2019 and 2M+ in 2020
- Drove acquisition of 1.3M+ new Prime members through creation and launch of FUSE post- and pre-paid partnerships plans with mobile operators across 4+ countries in 2018-2019
- Acquired 140K Prime members annualized by creating a new iOS 'resume' experience

Sr. Finance Analyst, Supply Chain Technology, Order Planning

- Contributed $420M+ in net savings by making improvements to internal transfers network, inventory placements, and adjusting order planning offsets
- Reduced FC to FC transfers 30% by adjusting order fulfillment software configuration, improving line haul efficiency, and network simplification as mix shifted to AMZL

Capital One Financial, Mclean, VA

Manager, Product Management & Analytics, Enterprise Platforms Jul 2013-Aug 2017

- Led migration from 4 platforms to one unified experience with 200+ new APIs for 40M+ customers
- Drove 30%+ incremental increase in mobile and web adoption through targeted marketing strategies
- Created and executed Single Sign On migration strategy for 6.5MM ex-ING Direct customers

Education

University of North Carolina at Chapel Hill May 2013

- Kenan-Flagler Business School, BSBA (concentration in Finance)
- Second Major: Hispanic Culture and Literature || Minor: Chemistry

Additional

Skills: SQL, Python, Tableau, Web Analytics, Figma, Jira/Asana, basic HTML/CSS