ERIC
SALBERT

Sonnenallee 128 | 12059 Berlin
hello@ericsalbert.de | +49 17661515174

Projects (excerpt)

smava GmbH, Berlin
(Head of Product Innovations / Product Owner)

01/2017-05/2017   Full digitization of 3rd party bank loans
- » Integrated VideoIdent + QES (Qualified Electronic Signature) solutions as a new loan origination option to digitally sign a loan contract
- » Partner Management: Enabled digital loans together with bank partners by close collaboration with sales, product and legal departments on bank side
- » Managed a project team of a scrum team 3 developers, 1 QA and 1 UX designer

09/2016-01/2017   Document Upload Tool 2.0
- » The goal was to enhance the existing document upload tool where customers can upload documents required for loan origination (e.g. salary slips) by banks
- » Analyzed conversion KPIs and did interviews with credit advisors to get a better understanding how customers use the existing solution
- » Created a new concept to improve self-service capability by guiding the customer based on customer type, loan type and bank requirements
- » Managed a scrum team of 3 developers, 1 QA and 1 UX designer
- » Increased usage of document upload tool by factor 5.

04/2016-12/2016   Kredit2Go: Creating the first fully automized consumer loan
- » Created specifications as the leading product manager for a new loan product consisting of a full digital loan origination process due to the integration of digital account check (income check via online banking access), VideoIdent and QES (Qualified-electronic signature)
- » Negotiated contracts with tech providers together with legal department and c-level
- » Project Manager of a project team of 13 (3 product managers, 9 developers / QA, 1 UX designer)
- » Managed the scrum team: Conducted planning sessions, sparring partner for the team during the sprints, acceptance testing
- » Planned and conducted user research based on focus group testing together with the UX designer and an external agency
- » Launched the full digital loan on 24th October 2016

smava GmbH, Berlin
(Senior Product Manager / Product Owner)

11/2015-05/2016   Score Kompass: Personalized bank account scoring
- » Integrated a digital bank account check option based on granting online banking access. Providing an automized bank account evaluation with sorting transactions into categories, making automized proposals for refinancing and calculated a bank account score.

» 30% of new registered users gave one-time access to their bank account
» Implemented "Konto Aktuell" as a bank account monitoring service which informs customers in case of certain events (e.g. salary received or overdraft)
» Created a new registration funnel where users can prove their identity via bank account check
» Managed 1 UX designer and a nearshore project team of 3 developers and 1 project manager.

▼ 05/2015-09/2015   **Score Kompass: Personalized credit score based newsletter**
» Created a new newsletter concept in collaboration with marketing which allowed personalized newsletters based on credit score. Individual loan offers with calculated interest rates were part of these newsletters
» Implemented a personalized landing page with credit score based loan offers
» Increased leads (in terms of loans taken by the users) by factor 3
» Managed a near shore scrum team of 3 developers

Lingoschools GmbH, Bochum
(Co-Founder)

▼ 04/2010-02/2015   Co-Founder
» Within my role as a Co-Founder I took over several projects in the roles of a product owner, project manager, developer and SEO specialist. Besides that I conducted the first round financing and a crowd funding campaign together with my co-founders. I have outlined 2 major and recent projects below as examples.

▼ 04/2014-11/2014   Relaunch (Product Owner)
» Analyzed conversion KPIs and did a user research with an external agency to get an overview of current user behavior
» Created a new layout and navigation structure based on this results together with the developers
» Managed a project team of 2 developers
» After a short decrease in conversion rate iin the first weeks t increased by factor 2 after 4 months

▼ 12/2013-10/2014   Internationalization (Product Owner / Tech Lead)
» Prepared and conducted the internationalization into target markets Italy, Spain, South America (without Brazil) and English speaking world
» Managed a project team of 2 developers and 4 translators
» Successful market entry in July 2014

Online Marketing Solutions AG, Frankfurt a.M.
(Freelance Online Marketer)

▼ 04/2013-06/2013   SEO Key-Account Consulting
» Consulted 30 customers as a SEO key account manager
» Analyzed and optimized keyword sets for all customers

> » Planned and supervised creation of ~250 new landing pages
> » Technical consulting and implementation of SEO optimizations with HTML, PHP within several (commercial and individual) online shop solutions
> » Customer satisfaction: 8 customers extended contracts within my 3 months project time, no one canceled

serie-a logistics GmbH, Köln
(Freelance Developer)

▼ 12/2012-02/2013 Software Development

> » Optimized several modules of the CRM tool SugarCRM (PHP, HTML, CSS), concept creation

SEEN Media GmbH, Düsseldorf
(Freelance Online Marketer)

▼ 08/2012 SEO Consulting

> » Analyses of the SEEN Media website out of a SEO perspective
> » Created a manual for SEO optimization of the website in terms of content and technical improvements

Muah Systems GmbH, Bonn
(Freelance Developer)

▼ 05/2012-06/2012 Software Development

> » Implemented the payment solution from Wirecard in a Wordpress based online shop

abakus Solar AG, Gelsenkirchen
(Freelance Developer)

▼ 02/2012-04/2012 Software Development

> » Implemented a web application to visualize customer-specific generated power from solar energy. Integrated diagrams for several KPIs, e.g. CO2 savings (HTML / CSS, JQuery, PHP, MySql)