

# FERROL JEROMY

+1 647 233 4994 · ferroljeromy@outlook.com · linkedin.com/in/jeromyf  
Toronto, Canada

## SENIOR PRODUCT MANAGER - BUSINESS ARCHITECT

Senior Product Manager with 6+ years of experience building digital products in insurance, SaaS, and eCommerce. At Allstate, I've led initiatives across quoting, billing, and service operations—working with cross-functional teams to streamline processes, improve conversion rates, and reduce delivery time. I bring a hands-on, user-first approach grounded in experimentation, clear metrics, and real collaboration. My background spans consulting, marketing, and tech innovation - including AI, crypto and blockchain projects through side ventures.

| SKILLS AND EXPERTISE |                            | TOOLS & TECHNOLOGIES |                   |
|----------------------|----------------------------|----------------------|-------------------|
| Product Strategy     | Stakeholder Management     | JIRA                 | Shopify/Wordpress |
| Product Analytics    | A/B Testing                | Figma/Mural          | Kafka/Workday     |
| Mobile UI/UX         | SaaS Product Development   | Power BI             | Supabase/Firebase |
| Agile/Scrum          | GTM Planning               | Tableau              | GPT APIs          |
| Roadmap Planning     | Discovery & Prioritization | AI Agents            | Google AI Suite   |

## PROFESSIONAL EXPERIENCE

**Allstate Canada** March 2025 - Present  
**Product Consultant - Business Architect**

- Leading end-to-end product initiatives from defining success metrics to coordinating rollout with training and involved teams.
- Leading 4–5 initiatives in parallel and ensuring stakeholder alignment and regular status updates
- Aligned business readiness and compliance teams early to secure buy-in and guide execution across multiple departments.
- Supported lead generation, sales and marketing, self-service, billing, and internal tooling projects to enhance customer experience and team efficiency.
- Integrated chat and call tools with automation into quoting and sales workflows to streamline follow-ups and communication.
- Built dashboards and tracking systems to monitor tool usage and performance across departments.
- Prioritized initiatives based on adoption data and frontline feedback, balancing urgency and feasibility.
- Collaborated with design and mobile engineers to optimize quoting flows for iOS and Android platforms.
- Used feedback and usability testing to iterate on product direction and improve functionality.

**Allstate Canada** April 2019 - March 2025  
**Senior Product Manager**

- Grew Quick Quote revenue by 180% (from \$12M to \$34M annually) through innovative UX enhancements, rapid experimentation, and close alignment with engineering and business teams.
- Streamlined mobile quoting for >70% of mobile users, improving usability and reducing drop-off.
- Worked with product designers to test flows and refine messaging and layouts for higher engagement.
- Implemented CI/CD practices to reduce delivery times by 50%.
- Built a lead routing platform to increase speed-to-contact and improve sales team responsiveness.
- Collaborated with UX, engineering, marketing, and analytics to prioritize roadmap items based on user needs.
- Led improvements across five customer-facing tools to drive operational and customer outcomes.

## AN Commerce

January 2018 - March 2019

### Brand Marketing Manager – eCommerce & Digital Marketing

- Launched and scaled storefronts across Amazon, Etsy, Shopify, and Groupon, growing annual revenue to \$100K+ through conversion-focused listings, SEO optimization, and channel-specific campaigns.
- Managed digital strategy for multiple consumer brands, tailoring growth plans for each platform while ensuring consistency in voice, user experience, and brand messaging.
- Oversaw \$5M+ in annual paid social and performance marketing budgets, driving ROI through data-informed targeting, A/B testing, and continuous optimization.
- Led a team of 4, mentoring them in digital marketing best practices, campaign execution, reporting, and strategic planning.
- Drove growth across social media accounts (Facebook, Instagram, TikTok, YouTube), increasing engagement and reach through creative content and platform-native strategy.
- Planned and executed seasonal promotions, influencer campaigns, and sales funnels to increase conversion rates and customer LTV across all eCommerce platforms.
- Collaborated with creative, merchandising, and analytics teams to align marketing goals with product offerings and consumer insights.

## Optimum Retailing

July 2016 - March 2017

### Product Management Intern - Digital Presence

- Contributed to roadmap planning and feature specs for a retail execution SaaS platform serving global B2B clients.
- Attended the 2017 NRF Tech Show in New York as a key team member, demoing the product to enterprise clients and capturing live user feedback and leads.
- Conducted competitor analysis and supported QA testing of new features across multiple sprints.
- Assisted in sprint planning, retrospectives, and other agile ceremonies to improve delivery cadence.
- Collaborated with cross-functional teams to document user requirements and align product decisions with client needs.

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## EDUCATION

### Seneca College

Post Graduate Certificate in Social Media Marketing - GPA: 3.8

### Sheridan College

Post Graduate Certificate in Marketing Management - GPA: 3.6

### Bangalore University

Bachelors of Business Management in International Business

## CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- Professional Scrum Product Owner (PSPo)
- AI for Product Managers - Pendo.io
- Product Analytics - Pendo.io
- Blockchain 101

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## INNOVATION AND SIDE PROJECTS

### Block Pulse CRM (Concept)

#### AI-Powered Sales & Marketing Automation

- Prototyping a lightweight CRM platform using GPT agents to automate lead nurturing, content generation, and campaign workflows. Explores low-code and no-code integrations for small business adoption.

### Block Pulse Tech (Concept)

#### Web3 Provenance Verification

- Designed a blockchain-based solution for authenticating luxury goods using NFTs and smart contracts. Focused on transparency, anti-counterfeit protection, and digital ownership.

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References are available on request.