

AVANTI VYZA

PRODUCT MARKETING MANAGER

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PROFESSIONAL SUMMARY

I studied marketing because I loved how it blended creativity, psychology, and strategy—then spent six years in fintech consulting and compliance, where I learned to break down complex problems, build structured workflows, and translate high-stakes ideas into something humans could actually use. Valuable skills, but I was missing the storytelling—the chance to connect products to the people who need them.

Marketing sits at the intersection of everything I've done: the analytical rigor from finance, the cross-functional coordination from consulting, and the creative instinct I never stopped exercising. I'm looking to bring all of it to a team that values curiosity, real collaboration, and work that matters.

CORE COMPETENCIES / CAREER ACCOMPLISHMENTS

- **Brand Positioning & Storytelling.** To better showcase how I think about marketing, I independently developed positioning case studies for my portfolio. Created campaign narratives that connected brand voice to audience insights and cultural relevance.
- **Market & Data Analysis.** Executives at international financial institutions needed a clearer view of regulatory trends and client impact. Synthesized operational data into four annual review decks with decision-ready insights.
- **Cross-Functional Collaboration.** The firm lacked a centralized system for compliance documentation. Partnered with SMEs, documentation teams, and product stakeholders to build a firmwide database from ideation through execution, aligning technical requirements with user needs.

KEY AREAS OF EXPERTISE

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|--|---|
| • Growth Marketing Strategy | • Brand Positioning & Storytelling |
| • Campaign Optimization | • Market & Data Analysis |
| • CRM & Client Relationship Management | • Cross-Functional Collaboration |
| • Process Improvement & Communication | • Strategic Consulting & Leadership Support |
| • Presentation & Visual Communication Design | • Project Management & Workflow Design |

WORK EXPERIENCE

Promontory Financial Group, an IBM Company - NYC, NY, USA

Jul 2018 - Oct 2024

Managing Strategy & Compliance Associate

- Transaction Monitoring backlog was slowing down issue resolution. Stepped in as interim PM, coordinating 7+ cross-functional teams and driving structured communication to clear the backlog and get delivery back on track.
- Global banking clients needed clearer visibility into emerging regulatory risks. Developed and presented four annual trend decks that clarified AML/TF developments and informed forward-looking strategy.
- The firm lacked a standardized way to assess exchange eligibility. Collaborated with 5 SMEs to build a Qualified Exchange Library from process mapping through implementation, creating a scalable resource for ongoing assessments.
- Supported the Maltese financial regulator on a Panama Papers—linked enforcement case. Conducted deep-dive AML/TF reviews across 150+ customer files, uncovering critical KYC breaches that informed legal action.

Licensed Insurance Agent (Accident, Health, and Life) - USA

Apr 2025 - Present

Independent Contractor

- Guided warm leads through coverage options across nine licensed states using consultative, no-pressure conversations. Converted 10–12 clients per day, maintaining a ~25% daily close rate.
- Noticed leads were stalling without consistent follow-up. Built a lead-tracking workflow and personalized outreach cadence based on inquiry patterns, which shortened the path from inquiry to enrollment.

Fora Travel - USA

Jan 2025 - Present

Independent Travel Agent

- Started with a single client and no established presence. Built organic content funnels, a travel journal website, and personalized consultations that converted inspiration into bookings, growing the portfolio to 10 clients.
- Needed to grow website traffic without a paid budget. Produced weekly Pinterest content and short-form travel videos with captions and translations, increasing traffic 5% month-over-month.
- Focused on retention from day one in a referral-driven business. Delivered high-touch communication and 10–12 personalized itineraries tailored to interests and budgets, generating 5+ repeat bookings and 3 referrals.

EDUCATION

The University of Texas - Austin, TX USA

May 2018

B.B.A in Marketing; Minor in Finance

TECHNICAL SKILLS

Data & Analysis: Google Sheets, Microsoft Excel, SQL, Google Analytics

Presentations & Visual Design: PowerPoint, Google Slides, Canva

Content & Social Platforms: Pinterest, TikTok, CapCut, Meta Business Suite

Productivity & Collaboration: Slack, Notion, Google Workspace, Trello

Web & CMS: Netlify

AI & Automation: ChatGPT, Claude, Gemini

PROJECTS

Marketing Portfolio: Independently built positioning case studies for Duolingo and Tinder, crafting campaign narratives that connected brand voice to audience insights and cultural relevance.

View at avantivyza.netlify.app

CERTIFICATIONS

Capstone: Applying Project Management in the Real World, Google

Prompt Engineering for ChatGPT, Vanderbilt University

AI Fluency: Framework & Foundations, Anthropic

LANGUAGES

Languages: English - Native; Spanish - Conversational; Telugu - Conversational