

Constanze Kratel

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PROFESSIONAL SUMMARY

AI-driven marketing technologist and product strategist who designs prompt frameworks and automations that scale campaign operations, reduce manual reporting, and turn signals into insights. Partner to Marketing, Data, and Engineering to prototype, test, and ship LLM-powered workflows (ChatGPT, Claude) with guardrails for safety, brand voice, and measurable outcomes. Comfortable moving from problem framing → user stories → experiment design → production metrics. Proficient with SQL; working Python for data wrangling/LLM tooling; strong with HubSpot/Salesforce and Zapier.

Core strengths: Prompt engineering (few-shot, structured output/JSON, instruction tuning), LLM evaluation & human-in-the-loop QA, retrieval/embeddings (RAG) prototypes, brand voice & safety controls, campaign automation (onboarding, segmentation, enrichment), experimentation & A/B testing, analytics/attribution basics (CTR/CPA/ROAS awareness), dashboarding & ops enablement.

KEY SKILLS

- **Technical Expertise:** Python, REST APIs, GraphQL, AWS, Kubernetes, Terraform, SQL, AI/ML, DevOps
- **Program Management:** Agile, Scrum, SAFe, OKRs, Roadmaps, GTM Strategy, Stakeholder Management, Consulting
- **Developer Experience & API Tools:** Postman, Swagger, API Gateway, SDK Documentation
- **Cloud Platforms:** AWS, OpenStack, Azure, Multi-Cloud Product Strategy

PROFESSIONAL EXPERIENCE

Outlier.ai | AI Trainer and Queue Manager (German & Multilingual AI Projects) | 10/24 – Present

- Standardize LLM reviewer workflows and build checklists/QA loops; partner with model teams to close quality gaps, achieving +15% throughput, 98% acceptance, and -20% LaTeX-related errors.
- Build and maintain prompt libraries (system, instruction, few-shot) and structured output formats (JSON schemas) to improve consistency and downstream automation.
- Leverage ChatGPT and Claude to prototype guidance, triage flows, and summarization that reduce manual reporting overhead and accelerate decision-making.
- Tools: ChatGPT, Claude, LaTeX, Google Sheets, Zapier (light automation), standardized QA templates/dashboards.

BigCommerce (Austin, TX) | Senior Product Manager – Developer Experience | 6/2022 – 10/2023

- Defined and delivered key features for the Developer Center; shipped in under two months; improved onboarding pathways and API walkthroughs → -11% support tickets, +14% developer satisfaction.
- Prototyped AI-assisted search/summarization for docs; created evaluation sets and success criteria; maintained brand voice and accuracy through human-in-the-loop review.
- Implemented an API-first strategy and content architecture that enabled structured outputs and metadata—foundational for retrieval/embedding experiments and future RAG.

Procore Technologies (Austin, TX) | Content Product Manager | 9/2019 – 6/2022

- Led knowledge-ops and digital education programs; analytics-driven prioritization (Qualtrics, GA/Adobe) → ~10–15% ticket reduction and increased engagement.
- Introduced experiment frameworks (A/B content variants, task-based micro-videos) and standardized templates/metadata for future LLM ingestion and retrieval quality.
- Aligned content strategies with product OKRs, improving developer engagement and product adoption.

DXC Technologies (Austin, TX) | Senior Product Owner – Cloud Solutions | 4/2016 – 7/2019

- Led cloud product strategy for AWS-based solutions, streamlining developer workflows and accelerating cloud adoption.
- Defined and delivered key product features for multi-cloud governance platforms, supporting AWS, Azure, IBM Cloud, and Kubernetes.
- Developed multi-cloud SDKs and API documentation, improving developer integration efficiency across cloud environments.
- Spearheaded DevOps process improvements, enhancing CI/CD workflows, reducing deployment times by 12%, and improving content accuracy.

Rackspace (Austin, TX) | Senior Community Manager & Information Developer | 5/2013 – 3/2016

- Created developer-focused content for Rackspace Metrics, Autoscale, and Cloud Feeds, driving adoption of monitoring solutions.
- Developed and executed a content strategy that improved engagement by 12% and reduced content-related support tickets by 17%.
- Implemented analytics-driven content improvements, enhancing CSAT and developer engagement metrics.

Microsoft Corporation | Senior Program Manager | 3/2000 – 4/2013

- Developed and launched SDKs for Windows Embedded, increasing developer adoption by 13%.
- Led community engagement strategies for Windows Mobile, improving developer satisfaction and reducing support overhead.
- Designed and delivered global training programs for Microsoft Office 365 Online, reducing vendor onboarding time and improving support efficiency.

EDUCATION

University of Illinois at Urbana-Champaign – *MBA, Digital Marketing & Leadership*

University of Washington – *M.S. Human-Centered Design & Engineering*

SKILLS AND TOOLS

- LLMs & Prompting: ChatGPT (OpenAI), Claude (Anthropic); few-shot, tool-use/structured output (JSON), rubric-based evaluation; prompt libraries & guardrails.
- Marketing & Automation: HubSpot, Salesforce; Zapier; (familiar) Marketo/Intercom; segmentation, enrichment, UTM discipline; experimentation & A/B basics.
- Data & Engineering: SQL (CTEs, window functions); Python (pandas/requests, JSON); APIs; basics of embeddings/RAG; dashboard familiarity (Tableau/Power BI).
- Analytics & Research: GA/Adobe Analytics, Qualtrics, Zendesk Explore; Microsoft Clarity heatmaps/session replays.
- Performance Marketing Literacy: Familiar with Google Ads/Meta concepts and metrics (CTR, CPA, ROAS); able to partner with channel owners and translate into LLM automation tasks.
- Collaboration: User stories/acceptance criteria; backlog grooming; shape→build→measure loops; cross-functional with Marketing, Data, and Engineering.

CERTIFICATIONS

PMP (2015) · CSPO (2017) · CSM (2014)

AWS Solutions Architect – Associate (2017; renewal planned 2025)