

SARAH COOPER

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EXPERIENCE

7-Eleven

Senior Product Manager – 7-Eleven and Speedway apps: Discovery & Engagement

Jan '26 – Present

- Own enterprise personalization and content decisioning across all 3 consumer apps: 7-Eleven, Speedway, & 7NOW, using behavioral & transactional signals to target pages, content, and offers via ML models, a **\$5M/yr opportunity**.
- Leading shared-services modernization, including migration to BFF, a new CMS, offer bank, and a real-time event bus to power segmentation & targeting at scale.
- Driving roadmap for discovery and conversion to all services (loyalty, fuel, delivery, and subscriptions) from homepage and overlay surfaces to grow multi-service adoption.

Product Manager II & III – 7NOW Delivery: Discovery & Personalization

Oct '22 – Dec '25

- Owned browse/shop, search, homepage, and product discovery experiences for the 7NOW Delivery App (**300K MAU**) for both 7-Eleven and the 3rd party restaurants marketplace.
- Led data-driven personalization & experimentation strategy. Built 7-Eleven's first A/B testing framework and continuous optimization loop (**+4% add-to-cart, +20% faster speed, +1.5% in basket size**) across recommendations (**Frequently Bought Together, Similar Items, Upsell**).
- Defined evaluation framework for ranking/recommendation systems (NDCG 0.6-0.8), partnering with data science teams to iterate on signals, quality checks, and success metrics for different model solutions.
- Shipped major marketplace discovery capabilities end-to-end: new 3rd party restaurants vertical experience, personalized ranking and search, "build your own combo" flow (**+40% proprietary product sales**), and sponsored/brand surfaces (**\$1M ARR**).
- Optimized the search experience by regionalizing store inventory indexes for more relevant popularity info & recommendations across restaurants and stores. Fine-tuned search relevance with model weightages & rules, leading to **20% more relevant results** with **70% reduction of no results found**.

Encapture - 75 person AI startup, B2B SaaS

Associate Product Manager for AI-powered document processing platform

Jan '21 – Oct '22

PROJECTS - sarahcooper15.com

1. **WineFind**, an AI chat-based conversational assistant for wine cellar management – LLM-powered chat built with GPT-4o mini (prompt engineering, conversational UX), Firebase, 3rd party APIs, Xcode + Codex, Github + Copilot agents, ESP32/IoT, App Store, Testflight
2. **Color Me Silly**, a color analysis info & shopping website – using Claude Code, Visual Studios, Google Analytics, Hotjar session replay, Nano Banana wrappers
3. **Bananas for Banana Bread**, a family recipe website – using Claude Code, Visual Studios, Google AdSense, Microsoft Clarity, Affiliate Linking

EDUCATION

Southern Methodist University

May '21

Bachelor of Science, Management Science (Engineering Management)

Bachelor of Science, Mathematics