

FELIX CRONK

Junior Product Manager | Business Analyst

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Experience

Product-Led Business Analyst2024 – Present

Filmbankmedia (JV Warner Bros. & Sony)

- Led end-to-end delivery of a new customer-facing booking platform, from requirements gathering and UX definition to MVP launch using Next.js, TypeScript, and AWS Amplify. Replaced an inefficient email-based process, reducing invalid submissions, doubling user requests year-on-year, and improving compliance with legal standards.
- Acting as Product Owner for the development of a cloud-based Booking Manager platform in AWS, defining user stories, managing sprint cycles in Jira, and collaborating with engineering to deliver automation, analytics, and business intelligence features.
- Designed and implemented cloud-based automation solutions using Power Automate and AWS Lambda, significantly reducing workflow time by auto-generating financial documents (Pro-Formas, Term Sheets) and sending automated email communications based on customer-submitted data.
- Created data-driven dashboards and KPIs in Power BI to monitor product adoption and performance across global markets, enabling data-informed decisions and supporting product strategy alignment with leadership.
- Translated business requirements into actionable product specifications, established agile delivery frameworks in Jira/Confluence, and facilitated stakeholder reviews to ensure clear alignment and timely execution.

Operations Executive2023 – 2024

Filmbankmedia (JV Warner Bros. & Sony)

- Film & TV Asset Downloader – Developed Python-based desktop applications (separate for TV and film) with a custom GUI to search titles via API, retrieve metadata, and batch-download media assets (posters, stills, trailers). Implemented automated folder structuring and Excel reporting to streamline content management.
- Newsletter Generator – Built a Python GUI tool to auto-generate marketing newsletters by filling HTML templates with title data retrieved via API. Enabled multiple design themes and significantly reduced time required to compile marketing assets.
- Used AWS S3 buckets and Media Convert to prepare and deliver digital assets.
- Collaborated with marketing, digital operations, and legal departments to conduct comprehensive research for projects.

Sales & Business Development Intern2022 – 2023

Warner Bros. Discovery

- Managed LATAM STSL accounts with organisation and adaptability.
- Developed a data-driven, customer-centric title recommendation system.
- Managed accounts end-to-end, facilitating request, order, and metadata acquisition processes.
- Leveraged financial and marketing skills to improve customer engagement and communication.

About Me

Product-minded Business Analyst with experience delivering digital products, automation workflows, and data-driven insights in the media industry. Skilled at gathering user requirements, defining solutions, and managing delivery using agile methodologies. Proven ability to translate business problems into scalable products and tools using AWS, Power Automate, and Power BI. Passionate about technology, user experience, and using data to drive product strategy. Fluent in English and French, with basic German proficiency and experience working in global, cross-functional teams.

Skills

- Product Management & Agile Delivery
- Product Discovery & Requirements Definition
- Data Analytics & Insight Generation
- User Journey & Experience Optimisation
- Process Automation & System Design
- Stakeholder Communication & Leadership

Technologies

- Programming: Python, JavaScript/TypeScript (Next.js, React)
- Cloud & Automation: AWS (Amplify, Lambda, S3, DynamoDB), Power Automate
- Data & Reporting: SQL, Power BI, Excel
- Collaboration Tools: Jira, Confluence, Microsoft 365

Certifications

- Relational Database Design – Illinois Tech
- SQL for Data Science – UC Davis
- Automation Business Analysis – UiPath
- JavaScript Essential Training – LinkedIn Learning
- Excel for Business Analysts
- Google Project Management (In Progress)

Education

BSc Business Management, Digital Innovation and Entrepreneurship | 2024

Bayes Business School

Semester Abroad | 2021

McCombs School of Business at UT Austin

Languages

English (native)

French (fluent)

German (Beginner)