

SOPHIA HUANG

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Sr Product Manager with 11 years of foundation in data, UX, marketing, and technology. Excited to build consumer apps using data and design, and join a mid-sized team in SaaS, commerce, or arts. I <3 coffee, GIFs, and contemporary art.

PRODUCT & PROJECT MANAGEMENT

Senior Product Manager, Gilt (acquired by Hudson Bay Company), New York, NY, 9/2016-Present

- Ideated and created a personal shopping service for users to connect to a Saks stylist nearby and seek fashion advice via iOS & iMessage app with goals to lift app revenue, increase store foot traffic, and elevate brand
- Led a cross-functional team of 10 to redesign and launch responsive checkout on Saks Off 5th Avenue & Saks Fifth Avenue, resulting in improved conversion rate by 6% and incremental \$7 MM+ revenue before high season
- Synthesized various requirements from stakeholders and sources of user feedback to distill them into actionable features as a coherent product roadmap

Product Manager, InVisionApp, New York, NY, 2/2016-6/2016

- Led usability research and cross-functional production to redesign a high-converting onboarding and up-selling experience for a community of 1.7 MM designers

Instructor & Speaker, Product School, New York, NY, 10/2015-Present

- Taught 8-weeks immersive on product management to 20 students, which combines interactive lectures, mentoring sessions, and prototype builds to ground students on software technology delivery and sustainable business-building

Mobile Product Manager, CheapOair, New York, NY, 6/2014-5/2015

- Drove 180%+ revenue growth by managing scope and prioritization, optimizing conversion funnels with A/B testing, and monitoring customer success metrics or KPIs
- Led product backlog for a cross-functional team of 10, including business partners, designers, developers, marketers and testers, e.g. launch holistic redesign and 3rd party API integration across mobile touchpoints

Agile Project Manager & Mobile Strategist, DigitasLBI & PhoneValley, New York, NY, 8/2012-12/2013

- Served as day-to-day client interface as well as focal point for cross-functional team of 13 for Aetna Inc
- Co-led scope discovery to launch for 4 projects in the range of \$1- 3 MM, including sprint planning, change negotiation, daily stand-up, status documentation, budgeting, resourcing, timelines, and any escalating factors
- Built 3 cohesive mobile marketing strategy and global roadmap for GE, Adidas, and Clinique
- Achieved 15% lift in app engagement rate at 6 BB reach by optimizing monthly campaigns and defining quarterly success metrics for all mobile media assets in search, display, SMS, and app store optimization (ASO)

SALES & MARKETING ANALYTICS

Marketing Manager, Source Interlink Media & DK Media Group, New York, NY, 4/2011-8/2012

- Managed 16 magazine titles to maximize subscription rates and P&L (financials) for 12 direct marketing deployments a year in U.S. and Canada, generating 5% ROI and better campaign metrics

Sales and Marketing Manager, Leisure Arts & Nou Gallery, Taipei, Taiwan, 12/2008-1/2011

- Hired, built, and led cross-functional team of 3 to curate exhibitions every 6 weeks from conception to launch and achieved 5+ direct sales \$1.5 MM of contemporary art

Economist, Department of Labor, Bureau of Labor Statistics, San Francisco, CA, 6/2008-12/2008

- Maintained 2 price indices to extrapolate weekly economic and regression analysis

EDUCATION & INTERESTS

University of California, Berkeley, B.A. Economics and B.A. History, Honors (Top 3%), GPA 3.85, December 2007.

King's College, University of Cambridge, United Kingdom, GPA 3.7/4, Summer 2007.

Startup Institute, New York, Apr 2014.

MS Office/Trello/JIRA/invisionapp/Balsamiq/Optimizely/UserTesting/CrazyEgg/Looker/GoogleAnalytics.

Fundraising leader in Habitat for Humanity, exceed target by 200% with a team of 25 at 15 collegiate sports games. Artoholic, runner, and traveler.