

Qinyun (Devina) Fan

Product Management | MVP | G2M | Roadmap | SaaS | B2B | B2C | Lean Six Sigma Black Belt
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SUMMARY

A Strategic Product Manager with 3 years of experience in Go-to-Market Strategies, addressing customer pain points and launching B2C/B2B products. My journey includes co-founding an ed-tech startup and scaling its market valuation by 240%, leading to a successful \$300k exit. I'm now leading 3 primary projects for Illinois DCFS initiative, transitioning a 30-year legacy system to a \$400M valued SaaS product. At Unilever, I spearheaded product marketing initiatives that surged sales by over 50%. I'm now seeking a PM position where I bring my G2M and B2C product launch to support your strategic goal.

EDUCATION

Duke University, Fuqua School of Business

Master of Management Studies in Foundation of Business and Quantitative Method (STEM), 3.65/4.00

Durham, U.S.A

July 2022 - May 2023

- Equivalent to First Year DUKE MBA; **Courses:** Supply Chain Analysis, Financial Analysis, Strategy Analysis, Decision and Modeling

Emerson College

Bachelor of Science in Marketing Communication, 3.98/4.00

Boston, U.S.A

Sept 2018 – May 2021

- **Honors:** Summa Cum Laude, 2020 Gold Key Honor Society (top 1%), Dean's List for six semesters (Graduated in 3 years)

PROFESSIONAL EXPERIENCE

Illuminative Strategies, Product/Process Optimization Engineer, Consultant I, Springfield, IL 07/2023-Present

Achievements

- Transitioning a 30-year-old legacy system to a B2B SaaS product for a \$400M 6-year state agency (Illinois DCFS) project, which led to a 70% uptick in operational efficiency and reduced client's manual effort by 95% for current release.
- Leading process redesigns and product implementations for 3 workstreams and oversees agile product cycles in Jira, boosting sprint completion rates by 18% and achieving a 10% reduction in cross-vendor discrepancies with 40+ stakeholders.

Responsibilities

- Leading the process optimization component of the B2B SaaS **MVP**, which addressed 300+ process and system pain points.
- Writing **user stories** for the B2B SaaS product by co-establishing backlogs to improve feature adoptions.
- Collected **VOC** by conducting 40+ current state Swimlane process mapping sessions to **prioritize product requirements**.
- Defining **KPIs** like process lead time, cycle time, WIP, etc. through process lean assessment of 450+ steps using lean six sigma methodologies, to analyze performance metrics and institute data-driven decision-making.
- Managing a team of 3 and collaborating cross functionally with a team of 38 across engineers, communication team, multiple vendor parties and clients.

MECAMP, Head of Product, Startup Co-Founder, 2/2020-3/2022

Achievements

- Co-founded a business-focused educational institution, leveraging advanced analytics to increase market valuation by 240% within two years, resulting in a successful \$300k sale.
- Achieved a student recruitment rate of 350+ within 1 year by implementing data-driven feedback mechanism, ensuring a 20% rise in student satisfaction scores and enhanced course relevance.
- Designed and launched "Entrepreneurship" Series from foundational 100 courses to advanced 300 series, incorporating tech-based learning tools and a scalable content framework, achieving a 20% success rate of students launching startups post-completion.

Responsibilities

- Established **product roadmap** for a 10+ business curriculum focusing span from finance, economics, and entrepreneurship, integrating LMS and e-learning technologies.
- Gathered **VOC** through 40+ feedback sessions with students, employing Agile frameworks to rapidly iterate on course content and introduce high-demand modules, leading to a 15% increase in enrollment.
- Defined and monitored course **KPIs**, analyzing student success rates, course feedback, and post-course career trajectories to ensure continuous curriculum improvement and relevance.
- Led **cross-functional collaboration** with a team of 12 across marketing, sales and teaching to launch an **MVP** focused on socially responsible marketing strategies and promote the integration of ethical business practices.

Unilever Product Marketing, Brand Building Marketing Intern, Shanghai, China 11/2021-3/2022

Achievements

- Managed end-to-end process from ideation to marketing deployment for Clear's B2C e-commerce product relaunch for Clear during 618 Shopping Festival, leading over 50% sales growth compared to the previous year.
- Launched an **MVP** test for Lifebuoy's B2C e-commerce product by initiating social seedings on Little Red Book (China's Instagram), which resulted in a 29.8% surge in engagement and a 12% average click-through rate within 5 months, and produced 420+ social postings that led to 3 viral articles amassing 200k+ views through data-driven strategies and influencer collaboration.

Responsibilities

- Developed **go-to-market strategy** for Clear/Lifebuoy's B2C personal wash retail products by focusing on key digital touchpoints, such as display booth designs, e-commerce strategies, and points of sale materials to maximize product visibility and sales.
- Captured **VOC** through targeted promotions, and led agency pitches for Clear's product designs by managing 80+ content creators, ensuring prioritized and aligned product messaging to enhance ROI.
- Spearheaded Clear's Y22 creative productions, achieving 16.7% savings on the ¥120k budget through negotiation and vendor management.

- Led team of 14 on product relaunch shooting and retouching, producing 12 KVs and one 15s-TVC within a tight 2-week deadline.

Research Square Company, Product Market Researcher, Part-time Consultant, Durham, NC 10/2022-3/2023

Achievements

- Leveraged findings from 35 in-depth **VOC** interviews to fine-tune **go-to-market strategy** and designed 4 buyer journeys for both B2C and B2B segments, instrumental in achieving a 33% growth in memberships within 6 months.

Responsibilities

- Charted **product roadmap** for B2C AI-powered scientific writing assistant consumer product and delivered 2 presentations for C-Cuite, pinpointing product-market fit and market variations.
- Undertook in-depth market research for the product to gauge market size using SQL and assess competitive landscape using AB testing.
- Collaborated closely with a team of 8 across product and marketing teams, facilitating actionable insights from research finding to influence product development.

VOLUNTEER and LEADERSHIP

Shanghai Animal Rescue Centre

Board Member

Shanghai, China/Remote

May, 2015 – Current

- Served as Foster Caregiver for 7 years; Served as Flight Volunteers for 4 years.
- Incubated and operated an online influencer account on Chinese TikTok through video editing, content creation, live streaming, and e-commerce in 2020, gaining 3M+ viewers in 2 months; the account now values \$35k+, with 450k+ followers.

SKILLS and INTERESTS

- **Product Management Skills:** Product Roadmap, G2M, MIS, B2C, B2B, G2M, VOC Research, SaaS, KPI, User Stories, Buyer Persona, Customer Interviews, Product Demo, Communication Skills, Project Management, Confluence
- **Technical Skills:** Figma, Modeling Software (MS Excel, SQL, R Studio), Video Editing (Final Cut Pro), SAP, Visio, A/B Testing, MS PowerPoint, Jira
- **Certification:** Lean Six Sigma Black Belt
- **Languages:** Mandarin (Native), English (Professional), French (Beginner)
- **Interests:** Vlogger, Film /Theatre Appreciation, Poker, Dog Training