Jenny (Hao Chen) Kao
(+1) 530-760-6979 | jjjenny.kao@gmail.com

Experience

New Energy Nexus   **Denver, Colorado**
Program Manager, Energy Storage & Mobility   **Nov 2021 –Present**

- Spearheaded program management by acting as a liaison between investor, startups, incubator, and public faculty to source over 100+ startups for potential investment funding for their EV infrastructure proof-of-concept pilot projects.
- Managed projects by defining the scope, creating work breakdown structures, estimating budget and risk, monitoring progress, identifying/removing roadblocks and following up until successful project delivery.
- Design and developed acceleration programs to support clean tech startups.

Xcel Energy   **Denver, Colorado**
Load Management & Market Analyst, Demand Response   **Jul 2020 – Oct 2021**

- Design and built an enrollment eligibility check workflow for smart home residential program, using sql queries to perform ETL and ingestion data from Teradata into Alteryx to automate the validation process. Reduced manual labor by 80% and increased program's monthly customer enrollment by 2X.
- Developed a program portfolio dashboard to track and analyze commercial/EV customer's electricity usage to generate cost & incentive saving insights, program performance and identify operational constraints during summer peak hours.
- Streamlined commercial customer's billing process to increase efficiency and reduce the risk of manual error.
- Led the development of holistic dashboard by pulling data from different data source, identifying KPIs to support program managers as well as for executive reporting (weekly/monthly/quarterly) using PowerBI.

Whoscall – Caller Identification SaaS Startup, acquired by Naver   **Taipei, Taiwan**
Product Marketing Manager, Growth   **Nov 2017 – Jun 2019**

- Oversaw and managed user acquisition campaigns with $5M+ in budget, gaining 400K+ users a quarter with high retention via analyzing cross-channel effectiveness and leveraging cost per install
- Collaborate with external vendors and engineers to track and analyze attribution and campaign anomalies.
- Boost organic downloads and overall conversion by 15% in just the first 90 days through ASO updates and A/B testing on in-app push notification features.
- Built automated dashboard using ETL and Tableau for upper management to monitor monthly/daily active users, engagement, and marketing performance metrics.

Krispy Kreme & Jamba Juice Franchise   **Taipei, Taiwan**
Product Marketing Manager   **Dec 2015 – Sept 2017**

- Analyzed customer purchase behavior and campaign performance to understand purchase patterns, repurchase lapse window and incentive efficacy including lift measure on offer types/thresholds.
- Developed and maintained weekly and monthly reporting to track and measure channel performances and in-store sales.
- Forecasted expected revenue based on historical trend and conducted ad hoc reporting on sale performance.

Ogilvy Public Relation   **Taipei, Taiwan**
Account Executive, High Tech Team   **Jun 2014 – Jul 2015**

- Developed/executed marketing strategies and media allocation plans based on qualitative/quantitative analysis for semi-conductor and tech companies, including NVIDIA, Google ARM and Xilinx.

EDUCATION

Master of Business Analytics, University of Colorado Boulder   Aug 2019 – May 2020
Bachelor of English Literature, National Taiwan Central University   Sept 2010 – Jun 2014

ADDITIONAL

Technical Skills: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn), Alteryx
Analytical Tools: Facebook Ad Manager, Tableau, JIRA, Confluence, Appsflyer, App Annie, Google Play Console, PowerBI