

# IDY AKPAN

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Influencer. Growth Strategist. Ideator. I love powering the growth of products to meet real needs and prove business value.

## EDUCATION

**University of Pennsylvania/Wharton - B.S. Economics** | Concentration: Marketing & Operations Management | May 2015

## EXPERIENCE

**Associate Manager – Buyer Product Growth, StubHub** | Online ticket marketplace | Oct 2017 – Now

- Supervised StubHub's \$60M SEM budget spend, revenue and KPI tracking to guarantee 15% quarterly growth
- Planned, deployed, monitored and optimized \$20k/month in paid acquisition campaigns at 10:1 ROAS
- Collaborated with product lead to implement Doubleclick Search automation roadmap via waterfall methodology

**Strategist – Seller Product Growth, StubHub** | Online ticket marketplace | Jan – Oct 2017

- Enhanced 10M C2C sellers' product experience by delivering on the development and launch of the seller pricing assistant feature via agile and scrum methodologies
- Drove adoption of the pricing assistant tool by running A/B tests and tracking impact on KPIs: volume of tickets sold, GMS lift, retention rate and engagement rate
- Collaborated with business, product and marketing teams to build seller product roadmap and prioritize features
- Utilized scrum and agile processes to design and launch a new seller hub experience, coordinating a team of 3 engineers, 2 marketers and 2 UX/UI designers to implement the project
- Successfully influenced 15 managers across Trust & Safety, CS, business operations and engineering departments to enable mobile/flash ticket sales for C2C sellers, saving the business \$18M in 2017-2018 season sales

**Business Analyst, FALCONI** | International consulting firm | Aug 2015 – Jul 2016

- Advised the second largest Brazilian provider of TV and Internet to reduce churn by 60% and achieve a \$200M cost savings in reduced service cancellation & CS costs
- Conducted user research interviews with internal & external stakeholders to better understand causes of churn
- Provided market insights around understand the competitive landscape and competitor pricing strategy
- Managed project timelines through monthly status reports, root cause analysis, solution-brainstorming, risk-assessment and risk mitigation plans.

**Intern – Product Growth, The App Factory** | Brazilian tech start-up | Apr – Aug 2014

- Reduced churn by 15% through LTV analysis and optimizations to the customer support site experience
- Designed and launched a new Help Desk experience in English & Portuguese that resulted in 20% contact rate reduction
- Translated user feedback into new features for the help desk, prioritizing 2 changes for future development
- Identified drop off points in the app creation funnel by using Google Analytics, Mixpanel mobile analytics and Excel

## PROJECTS

**Manager – Product Growth, edyboutique.com** | West African e-commerce site | Mar – Oct 2017

- Managed entire product life cycle of the site, from ideation and design to development and launch
- Achieved key KPIs of 500 site visits and \$1,000 worth of transactions in first 3 months
- Conducted competitor and pricing analysis to determine product-market fit and optimal price points

## SKILLS

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|------------------|--------------------------|
| • Atlassian JIRA | • HTML, CSS & Javascript |
| • Tableau        | • Portuguese             |
| • SQL            | • Spanish                |

## INTERESTS

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|--|---|
| • eBay Communities of Inclusion – StubHub Lead | • Global citizen – Traveled to 12 countries, lived in 4 |
| • Advancing Women in Product – Member          | • Tennis lover – SF Bay Tennis Club member              |