

# JENI BOBER

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📍 Los Angeles, CA

*Analytical and creative professional seeking to grow and apply my skillsets in a fast-paced, collaborative environment. Passionate about delivering long-term solutions for customers as a product manager. Focused on making data-informed decisions and collaborating with diverse teams to build innovative products.*

## PROFESSIONAL EXPERIENCE

**Realtor, Residential Sales, Berkshire Hathaway HomeServices California**

*Los Angeles, CA | Apr 2023 - Present*

**Realtor, Residential Sales, Keller Williams Advisors**

*Los Angeles, CA | Oct 2018 – Apr 2023*

- Award winning realtor for sales performance. Recognized as being in the top 1.5% of all realtors within Keller Williams. Featured on HGTV in collaboration with IBM. Recognized in national publications, including the Los Angeles Magazine, Wall Street Journal, and LA Times.
- Collaborated with and managed all relevant parties in a real estate transactions as a realtor including: appraisers, escrow companies, mortgage lenders, contractors, and inspectors, leading to the closing of an average of 12 properties annually and a total value between \$10M-\$20M.
- Invested in and renovated multiple properties as a partner in D Bober, LLC. Tasks include: property identification and acquisition, negotiations, and supervising all facets of construction, development, and sales.

**The Public Private Network**

*Los Angeles, CA*

**Account Executive**

*Oct 2015 – Mar 2020*

- Supported the development of a standardized framework for RFP responses utilized in the submission of three RFPs which led to being selected as a vendor by two of the largest public-school systems in the country. Responsibilities included: managing multiple constituencies across the value chain for mutual benefit, troubleshooting issues and challenges both from the client and vendor side, managing all payment activity, and participating in the process of helping sponsors maximize their investment with the municipalities.
- The organization raised over \$50 million dollars through public/private partnerships designed to help fund sports and physical education programs. Fortune 500 companies who became sponsors of these initiatives include: Pepsi, Snapple, Nike, Foot Locker, American Dairy, and many more.
- Managed end-to-end administrative support to the CEO to optimize daily workflows, including logistics and scheduling, and external relationship management..

**BCBG**

*Los Angeles, CA*

**Client Relations and Sales Manager, Luxury Sales And Merchandising**

*Apr 2013 – Apr 2015*

- Oversaw a team in merchandising six stores across Los Angeles to ensure alignment and consistency to corporate brand guidelines, by training individuals and groups through a structured onboarding program.
- Achieved +32% of sales target within the first year of joining by fostering a motivated team environment and implementing strategic initiatives to drive revenue, further leading to closing the first fiscal year as #1 in the LA market and increasing every key metric.
- Identified areas of opportunity in the sales cycle and merchandizing process to present to corporate leadership, by conducting customer user journey analysis to uncover pain points in the purchasing journey.

## EDUCATION

**University of Toronto, Toronto, ON, 2008-2011 | Political Science**

**Courses & Self-Learning:** The Business of Product Management I and II, Coursera, Jan 2024

## SKILLS

- **Collaboration & Leadership:** Client relationship management, thought leadership, problem solving, relationship building, cross-functional communication
- **Product Development:** Agile, Scrum, Waterfall, and Hybrid Methodologies
- **Frameworks:** UX/UI best practices, design thinking, competitive analysis, gap analysis, market research, customer segmentation, iterative design, capability mapping
- **Implementation:** Rapid prototyping, roadmap creation, requirements gathering, user story writing, QA testing

**Tools & Technology:** *Design:* Canva, Adobe Photoshop | *Project Management:* JIRA, Notion, Trello | *CRM:* Salesforce, CINC, KVCore | *Microsoft Office Suite:* Excel, Word, PPT, Sharepoint, OneNote | *Google Drive Product Suite:* Sheets, Docs, Slides |

**Licenses, Awards & Certifications:**

- Licensed Realtor, Completed Real Estate Course, 2018
- Keller Williams, Quadruple Platinum Group Award, 2019-2022 | Achieved for contributing to \$100M+ in annual team sales.
- Keller Williams, Double Gold Production Award, 2021-2022 | Achieved for individual sales exceeding \$15M+ annually.