Seth Hobson

Summary   Analytical localization leader with extensive experience in team growth, internationalization, and project management. Looking for roles that involve using data to solve complex problems and support products that have a meaningful, positive impact on their users.

Experience

May 2014 –
Mar. 20223   **Glassdoor, International Product**   Uniontown, OH

Sr. Product Analyst (2021 - 2023); **Product Analyst** (2018 - 2021); **Associate Product Analyst** (2017 - 2018); **Sr. German Content Associate,** 2015 – 2017); **German Content Associate** (2014 -2015)

Leadership & People Management
- Grew my immediate team of direct reports from 1 to 5, which included the first fully-remote hires.
- Increased localization management productivity on the team by 150% through training.
- Designed and implemented a new hire onboarding program for International Product.
- Created a learning and development platform to help team members grow their skills.

Product Localization
- Managed the localization of over 200 texts for the help center and customer service templates.
- Translated legal demand letters from German to English and advised on guideline compliance.
- Applied CAT Tools, such as Smartling, to ensure accuracy and recency of website translations.
- Localized content moderation guidelines to adhere to local legal and cultural standards.

Product Management & Strategy
- Helped launch Glassdoor in DACH, French, Spanish, South American, and APAC markets.
- Planned and scoped location fixes which resulted in an additional 450k monthly visits.
- QA'd website functionality and customer service script to ensure GDPR compliance.
- Scoped SEO A/B tests which increased organic traffic to tested pages by greater than 10%.

Market Research & Data Analytics
- Created the logic for translation models that saved 90% on translated content through automation.
- Interpreted CS data to identify issues and raise customer response SLA compliance from 60% to >90%.
- Led market, product, and competitor analysis, resulting in new features or A/B tests.
- Created, optimized, and interpreted key performance metrics to share with the broader product team.

Project Management & Planning
- Led quarterly and annual capacity planning to ensure delivery of goals, prioritization, and balance workload.
- Led a cross functional initiative to increase team productivity by 30-50% through outsourcing.
- Led the planning and coordination of project teams.
- Created a partnership program between localization and product experts to better identify opportunities.

Sept. 2013 –
May. 2014   **Verizon Wireless**   Mentor, OH

Solutions Specialist
- Troubleshooted technical network and device issues across multiple mobile operating systems.
- Provided great customer service and sales in person and over the phone.

Education

Bowling Green State University   Bowling Green, OH

Master of Arts: German Language and Literature, May 2013
- Led German 102 classes as the instructor of record.
- Created and graded homework assignments, and exams.

The Ohio State University   Columbus, OH

Bachelor of Arts in Russian and German languages, June 2011

Additional

- Official C1 rating in the German language on the Austrian language test (ÖSD), 2012.
- Lived and attended school in Germany and Austria for 2 years.
- Avid writer and reader, finished the draft of my first novel in 2021.