# WING HAR

646-823-7333 | WingHar@outlook.com | www.linkedin.com/in/WingHar | New York, NY, 11101 | www.WingHar.com

## SUMMARY STATEMENT

Product Manager with a foundation in full-stack engineering and marketing technology, specializing in building data-driven, user-centric digital products. Experienced in leading cross-functional teams across marketing, data, and engineering to deliver impactful, scalable solutions that drive growth, engagement, and efficiency.

*A multi-faceted executive with expertise in:*

**Product & Strategy**: Product Lifecycle Management, Agile/Scrum, Roadmapping, User Research, Growth Marketing, A/B Testing, KPI Tracking
**Technical**: SQL, Python, Next.js, React, AWS, GA4, GTM, Mixpanel, ActiveCampaign, JIRA, Miro, GitHub
**Analytics & Tools**: Google Analytics, Tableau, Rudderstack, LiveRamp, Trello, Notion

## EXPERIENCE

**Data & Marketing Technology Lead**                                        **March 2025 - Present**
*JOLT, New York*
Led cross-functional data and marketing technology initiatives at JOLT, building advanced analytics and automation platforms that unified audience insights, optimized global campaigns, and drove a 120% increase in ROI.
- Designed and launched the JOLT Filmmaker Dashboard and Social Listening Tool using Next.js, SQL, AWS, and Auth0, enabling audience insights and sentiment analysis at scale, as well as allowing the Marketing team to catch early trends.
- Integrated anonymized user data through Rudderstack and LiveRamp to enhance targeting and personalization, as well as understand user behavior and journey on a deeper level.
- Created new JOLT chatbot as well as helped to create the new JOLT LLM, which uses an Anthropic model, AWS S3 and Athena as the backend databases, and various functions built through AWS Lambda functions, such as file upload and analysis, present chat history remembrance and reference, and chat history retrieval, running on the Pareto principle for scale.
- Created automated Marketing pipeline which uses AI to analyze a current Marketing opportunity, whether or not to pursue it, and create creative content for this opportunity.

**Front-End Data & Marketing Lead**                                        **August 2024 - March 2025**
*JOLT, New York*
Oversaw the data flow from the frontend (website, paid marketing platforms, organic marketing platforms, GA4) into the backend data lake, and utilize this data to assess best marketing trends, opportunities, audience data, and optimize paid ads marketing based on existing data collected to have a strong push to market for films.
- Proposed and launched new audience paid marketing schema, resulting in an overall increase in conversions, decrease in CPC, and increased ROI by over 120%.
- Fixed up all event tracking across the board, unifying them into GTM through code pushes into the data layer, and assigning events to these triggers.
- Managed and oversaw Email Marketing and SMS Marketing, including conducting experimental A/B tests and gathering data to feed into the backend and JOLT's LLM.
- Oversaw global paid and organic marketing campaigns for award-winning films, optimizing performance via A/B testing and real-time analytics.

**Full-Stack Developer**                                        **September 2021 - May 2024**

***FBS Data (Financial Business Systems)****, Remote*
Engineered large-scale modernization of the FlexMLS platform, leveraging Ruby on Rails, SQL, and Python (Pandas, Neural Prophet) to enhance data accuracy, forecasting, and performance, from FlexML (FBS' custom code language).
- Modernized legacy FlexMLS platform to Ruby on Rails, boosting stability and user satisfaction by 80%.
- Mentored junior developers on best practices in Jenkins, Kibana, and automated testing pipelines.
- Mentored underprivileged individuals in the FBS 'CREATE' program on SQL, HTML, CSS, JavaScript, Bootstrap, MongoDB and career development.
- Collaborated with QA and data teams to reduce reopened JIRA tasks by 95% through improved CI/CD testing.

**Product Manager**                                                      **February 2020 - August 2021**
**Associate Product Marketing Manager**                                  **February 2019 - February 2020**
***Product Gym****, New York*
Managed full product lifecycle for Product Gym's digital platforms, leading cross-functional teams to launch new community features, and exclusive applications for Product Gym customers.
- Launched a new Product Gym community exclusive online services hub, which featured ways to interact with the coaches directly, have courses and lessons, and AI assistance.
- Implemented data mining algorithms to analyze user behavior, leading to a 20% increase in site engagement.
- Created plans for future features like an A.I. chatbot and third-party DRIP integrations, resulting in a 95% member increase and 40% less support calls.
- Boosted system performance and user satisfaction by 85% through Google Lighthouse analysis and code tests, enhancing responsiveness and site load speed across platforms.

**Full Stack Developer Intern**                                          **February 2019 - August 2019**
***Hollywood Insider****, Remote*
Worked on developing the Hollywood Insider website and subsidiary websites, including front-end and back-end, in collaboration with Product and Design teams, and other engineers.
-  Developed responsive front-end and back-end systems for entertainment media site *Hollywood Insider* using JavaScript, PHP, and SQL.

## PROJECTS

**Founder - Digital Product Agency**                                     **May 2024 - August 2024**
***WJHDigitalSolutions****, New York*
 Sole driving force behind the site and temporary agency, acting as the Project Manager, Product Manager, Website Developer, Branding Consultant, and Marketing Specialist for clients.
- Led full-cycle product development for client brands including UX/UI design, web development, and digital marketing.
- Implemented GDPR-compliant data privacy measures and managed tasks using Trello and JIRA, roadmaps using MIRO, and marketing automations using HubSpot.
- Managed cross-functional freelancers and stakeholders across design, development, and content creation.

## EDUCATION

Bachelors of Computer Science, *The City University of New York*              `              **December 2020**