

Wing Har

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Summary

Product Manager with extensive professional experience in Full-Stack Engineering, Marketing, Data, UX Design, and more. I'm looking to further my career by bridging the gap between all of my experiences and utilize all of my skills and knowledge in an impactful role.

Digital Portfolio and Additional Links

WingHar.com | admin@winghar.com

linkedin.com/in/winghar | github.com/winghar

Experience

JOLT | New York, NY

Data and Marketing Technology Lead | 03/2025 - Present

Leading data and marketing technology initiatives, overseeing the development and implementation of advanced marketing tools and analytics platforms.

- Created UML diagram, modeled, and strategized JOLT Filmmaker Dashboard before prototyping, building, and releasing using auth0, Next.js, SQL, and AWS.
- Strategized, developed, and created JOLT Social Listening tool, allowing authorized users to search for specific keywords and phrases across the internet and various social media platforms, identifying volume of searches for that term, and sentimental analyses based on the body of the article or post.
- Oversaw and led content creation for all films across Paid Marketing, Organic Marketing, and YouTube.
- Oversaw and optimized automations based on website events per individual.
- Oversaw and led email marketing and paid ads marketing across a global scale.
- Overtook the development of the JOLT website frontend, incorporating anonymized user data through Rudderstack and LiveRamp, allowing us to understand anonymous user data, correlate it to existing data, and create user profiles for marketing analysis.
- Led team of over 8 people across different sectors between Marketing (Paid and Organic), Data, and Engineering.

JOLT | New York, NY

Front-End Data and Marketing Lead | 08/2024 - 03/2025

Oversaw the data flow from the frontend (website, paid marketing platforms, organic marketing platforms, GA4) into the backend data lake, and utilized this data to assess best marketing trends, opportunities, audience data, and optimize paid ads marketing based on existing data collected.

- 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.
- Created and optimized full automations in Active Campaign that take in website events for each user, appending tags and trigger points to them, and assessing where they are in the automation to optimize getting them to purchase and finish watching films, increasing audience retention and conversions by over 45%.
- Conducted weekly Paid Marketing meetings and Data meetings to work cross-functionally between teams on how to best optimize the marketing strategies across Paid Ads and Organic Marketing.
- 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.
- Conducted QA across the multiple devices and platforms pertaining to the data (including before and after data cleanup), utilizing the LLM as the main KPI.
- Led marketing campaigns for award winning films, strategically placing micro advertisements where it's best suited in order to drive maximum ROI, such as filling theatre seats and getting the advertisements seen by the right people at the right time.

FBS Data (Financial Business Systems) | Remote Full-Stack Developer | 09/2021 - 05/2024

Leveraged management skills and HTML, CSS, JS, RoR, Python, SQL, and company-created language 'FlexMLS' coding expertise to modernize code, resolve bugs, analyze data, and develop new features in a dynamic environment.

- Was on the front development team for the new flexMLS product which moved the codebase from archaic flexML code to RoR, and implementing new features such as skeletal loading and 3D model tours.
- Used SQL and database tools (mongoDB, MySQL, DIG, DBeaver, Kibana) for data accuracy verification and research, resulting in 95% fewer reopened JIRA tasks by QA.
- Improved customer experience by developing new features based on user feedback, resulting in an 80% increased user satisfaction reporting by user research team.
- Mentored underprivileged individuals in the FBS 'CREATE' program on SQL, HTML, CSS, JavaScript, Bootstrap, MongoDB and career development.
- Regularly monitored and evaluated system performance through the CI/CD pipeline and Jenkins, resulting in 95% fewer potential issue occurrences on staging and production.
- Utilized Python and various Python libraries including Pandas and Neural Prophet in order to retrieve data from an API as well as our database (mongoDB) to show past data, current data, and predict future data with trends and seasonality.
- Enhanced documentation via JIRA and coached junior developers on best practices including Kibana and Jenkins use, and to self-QA through testing and demos.
- Took ownership of all printing related tasks, as well as the respective code repository, increasing user satisfaction and gratitude related to the company-wide issues by 85%.

Product Gym | New York, NY

Product Manager | 02/2020 - 08/2021

Managed product life cycle from inception to launch, leading cross-functional teams and utilizing communication skills to align technology with business needs.

- Launched new Product Gym community exclusive online services hub, which featured ways to interact with the coaches directly, have courses and lessons, and AI assistance.
- Leveraged ability to manage multiple projects simultaneously, ensuring timely delivery and optimum quality, and collecting market data across various different projects, increasing website traffic by 120%.
- 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.
- Enhanced sales funnel attention by 30% and CTA clicks by 70% through the development and application of various A/B testing models.
- Managed complex projects by defining requirements, receiving and using customer feedback, and ensuring clear communication between business stakeholders, marketing team, and engineering team.
- Boosted system performance and user satisfaction by 85% through Google Lighthouse analysis and code tests, enhancing responsiveness and site load speed across platforms.
- Optimized customer data collection and analysis for business growth by integrating CRM Marketing capabilities.

Product Gym | New York, NY

Associate Product Marketing Manager | 02/2019 - 02/2020

Drove Product Gym's digital marketing and engagement through research activities, including market and competitive analysis, ideation, presentation of new marketing strategies to co-founders, and market progress measurement.

- Boosted audience retention and engagement by 60% through automations.
- Analyzed optimal times of each day through A/B testing and began marketing advertisements to increase audience clickthrough rate from 40% to 65%.
- Created marketing funnel flow to lead towards sales, optimizing the people we target.
- Identified opportunities and conducted market analysis to innovate data analysis methods, boosting audience engagement by 60% through automated webinars, online events, and new product development.
- Created and managed company social medias, media tags, and analyzed optimal times of each day through A/B testing and multivariate testing to begin marketing advertisements to increase audience clickthrough rate from 40% to 65%.
- Enhanced website SEO and clickthrough rate, as well as analyzed website heatmaps to best focus and target the optimal user experience flow, increasing the number of sales calls and onboarding by 25% through market funnel.
- Increase audience attention by 25% through creating a marketing funnel to simplify UX workflow and streamlined the flow of users to sales.
- Showcased proficiency in identifying market trends and requirements, converting business needs into executable plans to boost audience retention and satisfaction.
- Facilitated decision-making for management using data visualization and cleanup skills, presenting statistical data through storytelling with Google Analytics, Excel, and Tableau.
- Collected user data in accordance with GDPR, such as cookie notices and privacy policy notices. Provided insightful courses of actions for the company to prioritize while remaining within the data privacy protection space.

Hollywood Insider | New York, NY

Full Stack Developer Intern | 02/2019 - 08/2019

Fully developed the Hollywood Insider website and subsidiary websites, including front-end and back-end, in collaboration with Product and Design teams and other developers.

- Developed side websites and design templates for Hollywood Insider, utilizing a variety of tools from CSS, HTML, and Javascript for front-end development, and PHP, SQL, and MySQL for the database for backend.
- Designed and developed robust systems to ensure the seamless integration of front-end and back-end technologies.
- Managed and resolved potential security breach incidents ensuring effective incident response in a full-stack development environment, such as user input sanitation.

Skills

StimulusJS, SQL, MongoDB, Kibana, JIRA, MIRO, Trello, Agile, SCRUM, Product Development, Market Research, UX, UI, Product Roadmap, Competitive Analysis, Google Analytics, Market Analysis, KPI, Risk Management, Product Management, Workflow Documentation, Technical Development, External Market Research, Kanban, Project Management, GraphQL, GitHub, HTML, CSS, JSON, JavaScript, React, Sass (Syntactically Awesome Style Sheets), Python

Projects

Sole driving force behind the site and temporary agency, acting as the Project Manager, Product Manager, Website Developer, Branding Consultant, Marketing Specialist, and more, between 05/2024 and 08/2024.

Some key components of the agency / project include:

Project Management, using Trello for project tracking, and Slack for communication with the stakeholders and clients to keep up to date on the ongoing projects.

Product Management through Atlassian JIRA and MIRO to outline each project, from start to finish, which includes branding into website development and UX development such as responsiveness, and then into the marketing phase.

Website Design, Website Development, Website Hosting, and Website Management.

Branding Consultation and Creation, including brand color coordination through color theory, logo creation, and font-family selection.

Marketing Specialist and Market Data Analyst, which includes SEO, Social Media Marketing, Email Marketing, CTA creation, market and sales funnels creation, A/B testing and user research, market research and analysis, competitive analysis, and more.

Digital Data Privacy Consultant, in relations to the creation of the marketing schemas and web flows, conducted digital data privacy research in compliance with the GDPR regulations to ensure that there is no data privacy issues. This includes the creation of cookies acceptance notifications, privacy notes, and more.

Curated expert help for photography, videography, and photo editing, and incorporated into the agency to create the full packaged kit for clients, while keeping all contributors (WJHDigitalSolutions, photographer, stakeholder) in accurate communications on project timeline.

Education

CUNY College of Staten Island | New York, NY
Computer Science | 12/2020