

ARIANA ROBERTSON

CONTACT

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EDUCATION

UC BERKELEY | '18-'22

- Molecular Cell Biology: Immunology and Pathogenesis

TOOLS

- Admin**
 - GSuite, Notion, Excel, Word, PowerPoint, Slack, Zoom, Checkr
- Sales / CRM / CS**
 - HubSpot, Cohere, Retool, Jira, ClickUp, Airtable, Intercom, Asana
- Marketing / CMS**
 - Prismic, Phrase, Figma, VideoAsk, Typeform
- Web Development**
 - HTML, CSS, Javascript, R

LINKS

- [NockNock.co/start/legacy](https://nocknock.co/start/legacy)
- <https://tibitcom.com>
- <https://westcoastdocs.com>

REFERENCES

Provided upon request

EXPERIENCE

OPERATIONS LEAD & PRODUCT MANAGER | NOCKNOCK

NockNock was a PropTech startup that launched a two-sided marketplace enabling the hourly rental of unique event spaces in Chicago, LA and the Bay Area.

Feb '22 - Mar '23

- Joined as an early team member prior to launch and acted as a key founding member by assisting in the research, planning and execution of our go-to-market strategy
- Collaborated cross-functionally with engineering, design, customer success and marketing in order to effectively prioritize customer feedback and user research results into an organized backlog on Jira
- Onboarded 300+ new hosts (clients) onto the platform by conducting in-person and online consultations to optimize initial listings, maintain customer loyalty and maximize user acquisition
- Contributed to the formation and implementation of the B2C market strategy and successfully onboarded 30+ new businesses onto the platform
- Conducted continuous user research with 1000+ people in order to identify key market desires, and features, as well as necessary product improvements
- Assisted with interviewing and onboarding all customer success and intern employees
- Provided weekly reports to the Executive Team detailing actionable product requirements and proposed strategies to ensure high level timelines were met and cross-departmental teams were aligned
- Created meaningful, long-lasting relationships with clientele emphasizing an empathetic approach to user feedback and issues
- Served as the second on-the-ground presence in each new market acquiring resources, contacts and partners necessary for market launch and growth

LABORATORY TECHNICIAN INTERN | TIBIT COMMUNICATIONS

Tibit Communications, Inc. is developing next-generation pluggable devices designed to virtualize the access network using industry leading Ethernet switching equipment. Network operators can create a new on ramp to the internet managed virtually from the cloud to the user.

Jan '21 - Aug '21

- Oversaw all aspects of unit testing and labeling in the laboratory, ensuring compliance with quality standards and regulatory requirements
- Streamlined supply chain operations by implementing standardized packaging processes, resulting in a reduction in time spent on packaging activities
- Orchestrated cross-functional collaboration between laboratory technicians and supply chain teams, ensuring seamless coordination of materials, equipment, and resources for timely project execution

RESEARCH ASSISTANT | DR.KENNETH AKIZUKI

Dr. Kenneth Akizuki is studying surgery outcomes of his patients receiving Tommy John surgery with an internal brace, versus without, with the goal of advancing new surgery techniques that are still considered experimental.

May '19 - Apr '21

- Collected comprehensive pre-surgery and post-surgery data directly from patients to contribute to a multi-year research project focused on surgery and recovery information
- Utilized advanced Excel techniques to meticulously organize and analyze collected data, identifying and quantifying recovery length trends with precision
- Methodically reviewed and synthesized patient questionnaire responses, effectively consolidating hundreds of critical data points in Excel
- Unveiled key trends and patterns in patient feedback and presented these findings to the orthopedic surgeon in a formalized report