

# CHLOE KANDERS

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## SUMMARY

Aspiring product manager with experience designing data-driven solutions and product-minded strategies in the digital marketing and adtech space

## EXPERIENCE

### Product Management Intern / SimpliFed

Ithaca, New York (present)

- Conduct market research and user interviews to understand the lactation consulting industry
- Determine and track objectives and key results
- Create service blueprint and prototypes

### Product Design Intern / Catch Agency

New York, New York (3 months)

- Collaborated with cross-functional teams to create and promote digital products
- Introduced Python to implement as a tool for data cleansing/analysis and customer segmentation of over 50,000+ organization members
- Conducted market research, designed email and website UI, ideated user tasks and product roadmaps, and communicated virtually with clients

### Program Assistant / Milstein Program

Ithaca, New York (2 years)

- Interviewed speakers; wrote news articles
- Managed website and social media accounts
- Designed digital promotional materials

### Associate / Society for Women in Business ELP

Ithaca, New York (6 months - present)

#### Associate

- Mentor 7 members in researching and presenting on the role of technology in healthcare

#### Analyst

- Presented to 50+ members on artificial intelligence (AI) and customer experience (CX) strategies in corporate America

### Recruitment Chair / Big Red Ambassadors

Ithaca, New York (1 year)

- Presented bi-weekly to 75+ members
- Interviewed and selected over 200 applicants
- Communicated daily with general body and board members

## EDUCATION

### Cornell University / B.A. Information Science

May 2022 | GPA: 3.73

#### Relevant Coursework:

Digital Product Design, Python, Data Science, Web Design and Development, Business Management, Networks, Marketing, Human-Computer Interaction

#### Online Courses:

One Week PM / Product Manager HQ  
Agile Crash Course (Scrum) / Udemy

## HONORS

Milstein Program in Technology & Humanity Fellow  
Agile Project Management Certificate  
Dean's List

## PROJECTS

### SoundCloud Comments / UX Case Study

Ithaca, New York (3 months)

Ideated, conducted user research, and tested prototypes to design a new commenting system

### Find My Sublet / AppDev Hack Challenge

Ithaca, New York (6 months)

Collaborated with engineers to design and develop an app connecting students to find housing

### Head-Mounting Auditory Assisted Technology (HAAT) / Milstein Program

Ithaca, New York (3 months)

Designed app with accessibility in mind to provide navigation assistance for the visually impaired

## SKILLS

#### Technical

Python, HTML/CSS, PHP, JavaScript, SQL

#### Design

Product Thinking, User Research, Usability Testing, Prototyping, App/Web Design, Information Architecture, User Journeys, Storyboards

#### Software

Sketch, Figma, Zeplin, Asana, Trello, Miro, Origami Studio, Microsoft Office, Adobe Creative Suite