

# 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 Design Intern / Catch Agency

New York, New York (2 months - present)

- Collaborate with cross-functional teams to create and promote digital products
- Introduced Python to implement as a tool for data cleansing/analysis and customer segmentation
- Conduct market research on the insurance industry, design email templates and website UI, analyze SHAP values to segment 50,000+ organization members for an email ad campaign
- Ideate user tasks and product roadmaps in Asana, created wireframes for blog, propose strategy to curate an online community, and communicate business plans virtually with client for health and wellness website launch

### 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