

Nathan W. Ewing

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EXPERIENCE

Comcast

Philadelphia, PA

Business Analyst III (Product Manager) – AI Experiences

Feb 2024 – Present

- Led GTM strategy and recommendation/content optimization across web, app, chat, and voice, increasing surfaced content by 5% for 60M+ users.
- Designed and delivered account-based qualification functionality, allowing users to identify and target eligible users and preserving ~\$40M in revenue.
- Collaborate with engineering, care, and business stakeholders to implement ML recommendation ranking logic, increasing CTR by 3% through enhanced personalization.

Product Manager – Digital Customer Experience

May 2023 – Jan 2024

- Developed and prioritized product roadmap, backlog, and sprint planning for the outbound mobile messaging (SMS) platform, earning a 91% *historically high* customer satisfaction rating in 2023.
- Led research and evaluation of emerging technologies and AI strategies to drive product roadmap decisions.

DISH Network

Denver, CO

Product Manager – Digital CX (AI/ML)

Jan 2022 – May 2023

- Managed AI chat platform serving 18M+ customers; partnered directly with ASAPP as a key vendor to launch and optimize conversational AI tools.
- Drove chatbot growth and adoption strategies, increasing usage by 33% across all digital channels.
- Analyzed NLP model performance, improving classification accuracy by 20% and raising containment rates.
- Oversaw \$5M vendor relationship with ASAPP, ensuring delivery aligned with KPIs, UX goals, and business objectives.

Federal Reserve Bank of Kansas City

Denver, CO

Data Analyst

Feb 2021 – Jan 2022

- Collaborated with data scientists and bank examiners to integrate ML models into compliance tools, reducing exam times by 15%.
- Analyzed fintech/AI trends in banking and presented to 100+ stakeholders to guide policy and understanding.

C K International LTD.

West Des Moines, IA

Product Manager – Sales and Partnerships

July 2017 – Aug 2020

- Negotiated supplier contracts worth \$300k, ensuring quality and on-time delivery.
- Directed data-driven marketing strategies, contributing to a 110% YoY growth in customer base.
- Represented the company at global conferences / trade shows, conducting partner meetings in English and Chinese.

PROJECTS

Mental Health Community Engagement Program – Co-Founder ([LINK](#))

- Used NLP to identify mental health coverage gaps, securing \$17K in funding for research.
- Trained and onboarded 5+ analysts, managed stakeholder outreach and presented findings at national conferences.

EDUCATION

University of Iowa – MS in Business Analytics

Dec 2020

National Taiwan University - International Chinese Language Program

May 2017

University of Iowa - BBA in Economics; BA in Chinese

May 2016

ADDITIONAL INFORMATION

Technical Skills: SQL, Python, R, NLP, AI, ML, Generative AI (GenAI)

Tools: ASAPP, Figma, Jira, Google DialogFlowCX, Vizio, PowerPoint, Excel, Tableau

Other: Mandarin Chinese ([Conversational](#)), Former Division I Student Athlete