

# Kelly Fang

[fanyun.fang@gmail.com](mailto:fanyun.fang@gmail.com) ▪ 408-786-7771 ▪ 2510 Bancroft Way Apt. 311, Berkeley CA 94704 ▪ US Citizen

PRODUCT MANAGEMENT, GROWTH HACKING, UX RESEARCH & DESIGN  
Team Management, Project Management, SEO, Social Media Marketing, Photography

---

## EXPERIENCE

### CBS INTERACTIVE

**Associate Product Manager - B2B Brands (ZDNet.com, Techrepublic.com, Techproresearch.com)** Jan. 2014 - Present

- Product lead for ZDNet.com redesign, biggest B2B brand with 23 million monthly uniques. Used Omniture, Clicktale, A/B testing, Usertesting.com to inform data-driven UX decisions, getting project strategy buy-in from key executives.
- Led SEO and search tracks for ZDNet re-platform. Defined requirements for site search results relevancy—site search usage increased 40% in month after launch. Minimized impact on site SEO by developing a strategy to handle error URLs and redirects. Also oversaw migration of core users to the new CMS platform.
- Managed API updates, QA testing and release of ZDNet mobile app w/ mobile apps developer in the UK.
- Implemented A/B test strategy for B2B group, establishing standards for testing strategy and core experiment KPIs. Conducted over 15 different A/B tests with Optimizely. Reduced bounce rate on Techrepublic.com by 7%.

**Product Management Intern - Download.com (+80 million monthly unique visits)** June 2013- Aug. 2013

- Independently managed project roadmap, product definition, and engineering specs for 4 projects simultaneously.
- Designed and implemented A/B test for new front door ad units. Utilized test data to create revenue forecast.
- Initiated scable documentation project for over 20+ different Download.com site page types.

**THE DAILY CALIFORNIAN - [www.dailycal.org](http://www.dailycal.org) (200K - 300K monthly unique visits)** Sept. 2010 - May 2013

**Online Managing Editor** (May 2012-May 2013)

- Achieved 21% increase in pageviews and 43% increase in unique visitors through use of effective social media tools (Twitter, Facebook, Tumblr) and Google analytics.
- Led 10 web developers and web designers to design, develop and launch new, innovative editorial web projects.
- Increased scalability by transitioning site to new Content Delivery Network, improved site load time by 30%.

**Multimedia Editor** (May 2011-Dec. 2011)

- Directed and produced video for our national award-winning multimedia project: [dreamstate.dailycal.org](http://dreamstate.dailycal.org)
- Developed and implemented recruitment plan to expand the multimedia team of 4 producers to a team of 18

**BERKELEY CENTER FOR NEW MEDIA** Jan. 2012- May 2013

**Communications Coordinator**

- Maintained [www.bcnm.berkeley.edu](http://www.bcnm.berkeley.edu) for the center, including publication of news posts, event announcements and research.
- Organized and managed PR campaign and schedule for communications publications and speaker/lecture series
- Generated 20% increased user engagement using social media networks (Facebook, Twitter, Quora) for center news & events.

---

## SKILLS SUMMARY

HTML5 | CSS | jQuery | Git | SQL | Google Apps Scripts | Atlassian Suite (Jira, Confluence, Bamboo) | Trello | Omniplan | Omnigraffle | Optimizely | Adobe Omniture Sitecatalyst | Tableau | Google Analytics | Usertesting.com | Clicktale | Adobe Photoshop, Illustrator | Sketch | Invision

---

## CERTIFICATIONS

**Optimizely Platform Certified:** March 2015

---

## EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY B.A. Political Economy, Minor in City Planning — Graduated Dec. 2013

---

## AWARDS

**Online Managing Editor of [www.dailycal.org](http://www.dailycal.org)** - Online Pacemaker Winner for best daily news site, 2013 from The Associated Collegiate Press (National)