Kelly Fang

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

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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 and for getting product 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 testing strategy for B2B group, establishing standards for experiment setup and core 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 (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*
- 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 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

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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)