Hawa Francis

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OBJECTIVE

Recent full-stack engineering boot camp graduate with a background in Business Administration looking to combine technical skills and a business mindset within a product manager role

EDUCATION

UNIVERSITY AT BUFFALO, **THE STATE UNIVERSITY OF NEW YORK,** Amherst, NY

Bachelor of Science in Business Administration, Finance GPA: 3.0

Graduation Date: May 2019

COLUMBIA UNIVERSITY, New York, NY

Engineering Coding Boot Camp

Graduation Date: June 2021

EXPERIENCE

Hollister Co, Assistant Manager, New York, NY   October 2019-February 2021

Achievements
- Improved Customer Satisfaction score by 14% in 2 months
- Successfully ended the 2019 fiscal year with sales 30% higher than plan
- Increased the quantity of Voice of Customer feedback by 20% each month which was converted to managerial strategies used to increase overall satisfaction by 19% over a year

Responsibilities
- Utilized Voice of Customer feedback and customer empathy to develop user stories used to regulate marketing and merchandizing of the products, ultimately increasing revenue $2 million higher than plan
- Directed and trained a team of over 180 employees with different specialties, improving their skills that positively impacted the overall success of the company
- Researched and analyzed market trends and weekly KPIs which were used to write requirements and goals responsible for the maintenance and improvement of the KPIs over the 2 years
- Collaborated with other managers from other Hollister locations in order to increase the metrics for the district as a whole, leading the district to be the highest performing district in the region for 2 years

PROJECTS

Fetch: Pet Adoption Web App, Co Founder   June 2021

Responsibilities
- Led a cross functional team and created task lists for each team member using Trello, which optimized each members contributions that allowed them to meet the requirements and deadlines
- Wrote requirements including functionality, performance and usability requirements for the engineers that resulted in the development of the minimum viable product
- Drove results by using the product roadmap to reinforce user needs, timelines, and objectives, while tracking product success and solving problems when necessary
- Researched competitive applications in order to develop user stories based on the assumed target consumer
- Organized and tailored the functions of the application based on the user stories, which clarified the final features of the product
- Designed and developed the front end of the application and collaborated with the backend engineers

SKILLS

SQL, React, MongoDB, Javascript, CSS, HTML, Excel, Google Sheets,