



## NFL

### Product Manager

I am currently responsible for maintenance, optimization, and the execution portions of NFL.com, largely working to integrate partners that help drive revenue. Previous successful integrations have included Minute, WSC, Stanza, Parse.ly and Adobe Target, driving improvements in main internal KPIs by over 5%

## CANCERBASE

### Product Manager

As head of product for the mobile application, SideEffects, I was responsible for creating the product roadmap, strategy, and vision, as well as leading a small team of engineers and designers. I implemented an AGILE environment for the development team, and successfully launched the application into various clinical trials.

## VITERBI SCHOOL OF ENG.

### Teaching Assistant

Developed lesson plans, ran lab sessions, and graded over one hundred students. Courses taught included Intro to Web Development, PHP and MySQL Databases, and PHP Frameworks.

## HULU

### Product Lifecycle Intern

Working cross-functionally with the marketing and product teams, I executed welcome series product testing to see the impact of personalization on Hulu's onboarding flow. Additionally, I led the development of a multi-million dollar onboarding campaign with the USPS.

## CORNERSTONE ONDEMAND

### Product Management Intern

Under an AGILE environment, I worked directly with customers, optimized the roadmap by identifying their pain points, and headed Google Analytics integration across 25 million client platforms.

## KOBE INC.

### Entertainment Project Manager

As intern to Kobe Bryant himself, I created and managed media in a variety of mediums, from written to web to mobile. Projects have been implemented in advertisements and on the web. Project recently nominated for 2018 Oscar's.

**GOAL:** make something meaningful.

# JARED BASS

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I'm a cross-disciplinary thinker and creator who through a combination of design, software, and business skills is able to form unique insights.

## UNIV. OF SOUTHERN CALIFORNIA '18

B.S. Arts, Technology and the Business of Innovation

GPA: 3.75

## SKILLS

### Development

HTML, CSS, JavaScript, Node, Java, C++, PHP, Laravel, MySQL

### Design

Photoshop, Illustrator, InDesign, AfterEffects

### Business

Product & Program Management, AGILE, SCRUM, Public Speaking, Excel, Adobe Target, Parse.ly, MOAT

## PAST PROJECTS

### ATOM + HP, CancerBase

With over 100,000 applicants, my team was chosen to present to President Obama, the DOD, and others at SXSL. Led development of SXSL experience, website, and D3 data visualizations.

### SideEffects

SideEffects has been selected to join Joe Biden's Cancer Moonshot Initiative. Clinical trial work began in mid-2018, with a broader app store release slated for early to mid 2019..

## AWARDS

- USC Presidential Scholarship Recipient
- Wearhacks LA: Best Design and Microsoft Award
- Dean's List for Academic Achievement
- Nationally Recognized Author (Scholastic)
- Innovation Coast Competition Finalist
- Published Work: "Something to Call My Own"
- Staff for Emmy nominated work, "Wonder Buffalo"