# Jasmine Yadeta

Vancouver, BC (Willing to relocate) ◆ jasmine.yadeta@gmail.com ◆ 778-318-7307 ◆ https://jasmineyadeta.github.io/

## Relevant Experience

### eCommerce Operations & Product Specialist
**BroadbandTV (BBTV) ◆ Vancouver, BC ◆ 2020 - Present**
> Led as Product Owner in ideation, strategy, approval, defining KPIs, policy, research, development, testing, approval, policy and ongoing maintenance
> Managed a rebrand of product offering and product strategy utilizing UI/UX principles that produced a 60% improvement in sessions and increase in profit margins by 14% through expanding customer interaction abilities
> Identified product gaps in Google Analytics and Google Merchant Center and led the technical implementation and optimization of these platforms resulting in an increase in engagement and conversions

### eCommerce & Merchandising Operations Coordinator
**BroadbandTV (BBTV) ◆ Vancouver, BC ◆ 2019 – 2020**
> Managed 7+ Shopify and custom eCommerce platforms including daily sales and monthly KPI reporting (AOV, traffic, 3PL costs analysis and 3rd party vendor costs analysis, shipping analysis, marketing campaign ROI etc.)
> Managed Customer Service representatives, and aided in escalation of customer issues that resulted in policy change and product improvements
> Responsible for maintaining, evaluating and reviewing mobile friendly and responsive UX for all eCommerce products ensuring accessible, low friction experiences to encourage conversion and return customer rates

### Test Centre Operations Administrator
**Paragon Testing Enterprises ◆ Vancouver, BC ◆ 2018 – 2019**
> Provided technical support services to over 100 active partners and assisted global management teams to ensure efficient business practices
> Reported to the Vice President of Operations with prepared performance analysis, technical summaries, documentation, and training materials
> Created and implemented an inventory management system with Microsoft Access, Excel and Tableau to improve efficiency and analysis of over 100 international and domestic test centres, increasing output by 150%

### Software Developer
**Centre for Autism, Research, Technology & Education ◆ Victoria, BC ◆ 2015 – 2017**
> Developed Let's Face It! (LFI) Scrapbook, a gamified iPad (iOS) application for training facial expression and identity recognition
> Managed inception through launch and iteration of the full development cycle of the app including UI/UX, development, feature rollout, back log etc.
> Organized and led beta testing and feedback implementation and maintained technical support email and Apple updates post release
> Awards and Recognition received: Cover story of the TORCH Alumni Magazine (Spring 2016), REACH Award - Excellence in Knowledge Mobilization (2017), Craigdarroch Research Award in Knowledge and Mobilization (2017), Provost Engaged Scholar Award (2018) presented to the founder of CARTE for recognition in leadership of the development of LFI.

## Education

**University of California - Berkeley**
**Expected: August 2021**
Product Management Certification

**University of Victoria**
**2013 – 2018 ◆ Victoria, BC**
Bachelor of Science in Computer Science and Psychology, Minor in Business

## Technical Skills

**UI/UX**
> Adobe XD
> Sketch
> Figma
> InVision
> Balsamiq
> Adobe Illustrator
> Adobe Photoshop (familiar)

**Analytics + Operations**
> Jira
> Confluence
> Asana
> Tableau
> Excel & Google Sheets
> R
> Google Analytics
> Google Merchant Center
> Google Ads

**Web and App Development**
> HTML
> CSS
> Javascript
> Github
> Bitbucket
> Swift
> Objective-C
> Python
> Java
> SQL
> MySQL
> Liquid