

# Jasmine Yadeta

## Product Manager & DEIA Leader

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### RELEVANT EXPERIENCE

#### Product Manager - Mobile Apps

*Ticketmaster • Vancouver, BC (remote) • 2022 – Present*

- ▶ Executed and led the growth of the Ticketmaster mobile apps by identifying product gaps, prioritizing researched pain points, and negotiating with stakeholders, leading to the growth of the monthly active user base over 94%, breaking pre-pandemic records for installs, MAUs, and GTV, globally
- ▶ **Black Employee Resource Group, Career Committee**, Member
- ▶ **Ticketmaster Women, Recruitment & Career Committee**, Member

#### eCommerce Product & Operations Specialist

*BroadbandTV (BBTV) • Vancouver, BC • 2020 – 2022*

- ▶ Led as Product Owner in ideation, strategy, approval, defining KPIs/OKRs, research, development, testing, policy and ongoing maintenance of new and existing eCommerce initiatives with teams across multiple time zones
- ▶ **Justice, Equity, Diversity and Inclusion Committee (JEDI)**, Co-Lead

#### 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.)
- ▶ **Justice, Equity, Diversity and Inclusion Committee (JEDI)**, Co-Lead

#### Test Centre Operations Administrator (Technical Support)

*Paragon Testing Enterprises • Vancouver, BC • 2018 – 2019*

- ▶ Provided technical support to over 100 global active partners including: network issues, OS configuration and feature rollout with a first touch resolution of 97%
- ▶ **Diversity & Inclusion Committee**, Member

#### Software (iOS) Developer

*Centre for Autism, Research, Technology & Education • Victoria, BC • 2015 – 2017*

- ▶ Engineered Let's Face It! (LFI) Scrapbook, a gamified educational iPad (iOS) application for training facial expression and identity recognition. Managing inception through launch and iteration of the full development cycle of the app including UI/UX, development, deployment, feature rollout etc.

### RELEVANT VOLUNTEER EXPERIENCE

- ▶ **Mentor & Judge**, *Technovation* • Vancouver, BC • 2023 – Present
- ▶ **Mentor**, *Rewriting the Code* • Remote • 2022 – Present
- ▶ **Mentor**, *Black Girls in Tech* • Remote • 2022 – Present
- ▶ **Workshop Facilitator**, *Canada Learning Code* • Across BC • 2017 – Present
- ▶ **Director**, *Alumni Association Board of Directors* • Victoria, BC • 2015 – 2017
  - Communications Committee
  - Young Alumni & Programs Committee

### EDUCATION

#### University of California - Berkeley

*Credential Granted August 2021*

Product Management Certification

#### University of Victoria

*Credential Granted May 2019*

Bachelor of Science in Computer Science and Psychology

### TECHNICAL SKILLS

#### Analytics + Operations

Jira, Confluence, Asana, Tableau, Excel & Google Sheets, R, Google Analytics, Google Merchant Center, Google Ads, Zendesk, Kayako

#### UI/UX + Design

Adobe XD, Sketch, Figma, InVision, Balsamiq, Zeplin, Adobe Illustrator, Adobe Photoshop (familiar)

#### Web + App Development

HTML, CSS, Javascript, Markdown, Github, Bitbucket, X-Code, Swift, Objective-C, Python, Java, SQL, MySQL (familiar), Liquid (familiar)

### CURRENT PROJECTS

Building a free, interactive, easy to digest (easier said than done!) resource hub for early to mid-level professionals aiming to enter the tech industry, specifically product management. Primary focus is promoting women and people of colour who historically have lacked the availability of these resources.

### INTERESTS

Running, hiking, kayaking, board games, and volunteering to teach coding concepts to girls and youth.