

# KATIE BELTRAMINI

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## OBJECTIVE

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To obtain a position within the web/mobile space as a developer where I can grow the skills I've learned while earning a Computer Science degree and use my past product management experience to build amazing products.

## EDUCATION

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### Oregon State University

Post-Bacc degree in Computer Science  
GPA: 3.95

eCampus  
April 2013 - June 2015

### Dartmouth College

B.A. in Economics

Hanover, NH  
1990-1994

## EXPERIENCE

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### Yahoo!, Inc.

Sunnyvale, CA

Key member of the Yahoo! Finance team for 13+ years. Extensive experience in all stages of building a web product using Agile/Scrum methodologies. Responsibilities include: competitive and market analysis research, product strategy, overseeing new features and products from concept to launch, and monitoring results post launch.

#### 2006-2013 *Sr. Product Manager Level 5 – Yahoo! Finance – Front Page, Investing Centers & Search*

- Redesigned key areas of the site and moved them to a new content system. Results include driving click through on one of our most trafficked pages up by approximately 40%.
- Moved sections of site to one global Yahoo! Finance platform – requiring coordination of requirements with 16 countries.

#### 2001-2006 *Product Manager, Yahoo! Finance – Personal Finance & News*

- Launched editorial programs including Yahoo! Finance Weekend, Money Matters with Suze Orman, and Special Editions.
- Developed editorial tools to manage and report how content is delivered to areas of site, including the ability to categorize and optimize programmed content in real-time. Results include increasing click through by 100% on the Yahoo! Finance front page.
- Managed day-to-day relationships and assisted in business negotiations for over 30 content partners. Partner launches included: IBD, BusinessWeek, FT.com, Trading Markets, and The Wall Street Journal.

#### 1999-2001 *Producer, Yahoo! Finance - Secure Products*

- Managed Banking Account Access program and Yahoo! Bill Pay. Partners included Bank of America and Checkfree.
- Led product development of personal finance management tools including Expense Manager and Net Worth.

1994 – 1999 **Cash Station, Inc. Chicago, IL**

*Product Planning Manager*

- Acted as point person for determining product profitability for four product lines.
- Responsible for producing a Request For Proposal (RFP) for selecting a web site developer.
- Managed web site developer relationship and the development of a corporate web site.
- Responsible for the development of an internal reporting system covering sales, operations and marketing functions.
- Participated in industry work groups including the Smart Card Forum.

*Other positions include: Home Banking Product Manager, Business Planning Associate and Planning and Marketing Associate*

## **ENGINEERING PROJECTS**

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Corvallis Reuse, Recycle and Repair Directory - Course Group Project

Spring 2015

- Designed and developed iOS App in Objective C with MySQL database and PHP Web Interface for managing data.

## **COMPUTER SKILLS**

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Coursework included: C, Objective C, Java, Python, PHP, HTML, CSS, MySQL, NoSQL, Assembly, Git

## **ACCOMPLISHMENTS**

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- Yahoo! Finance is the top US financial news and research site with an audience of 37.5 million unique visitors (Comscore, May 2012).
- Forbes recognized 2 of the products I developed as part of Yahoo! Finance earning a “Best of the Web” in financial planning.
- Co-filer for patent on automatic prioritization of content.