SINATH NEANG

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EXPERIENCE

Accenture Intelligence Product & Platform, *Senior Technology Strategy Consultant*   Jul 2016 – Present

Experienced Consultant in agile product management, post-M&A integration, email campaign management, retail marketing analytics, go-to-market strategy, and governance, touching on IoT, CRMs, and user experience. Selected client projects include:

Google Ads, Global Small-Medium Businesses, *Product Marketing Program Manager*   Jun 2020 – Present

- Lead Google Ads email and in-product notification marketing campaign for small/medium businesses to drive user engagement and product adoption across multiple verticals through hyper-personalized content
- Launched 85 personalized campaigns, a total of 206 emails and 3 in-production notifications with a reach of 40M+ users quarterly, with a 37% open rate and 48% click through rate
- Responsible for defining campaign roadmap and estimation, creating detailed requirements, workflow design, iterating on campaign prototypes, campaign optimization through A/B test
- Manage a team of 2 junior marketing project managers and a marketing budget of $1.3M+ quarterly

Google Store, Retail Business-to-Consumer, *Product Marketing Program Manage*   Feb 2020 – Jun 2020

- Led Google Store for Retail online email marketing campaign to drive user engagement and purchases on store site
- Launched 48 promotional emails for Google hardware products with a reach of 27M+ subscribers, yielding a 20% increase in site traffic for Google Store
- Developed standardized requirements intake form and leveraged email modularity to scale, reduced cost by 50%

T-Mobile, Technology & Product, *Technical Product Manager*   Aug 2019 – Jan 2020

- Led product strategy and development of a web portal for partners, part of T-Mobile for Business, leveraging a third-party API to integrate with CRM, with ROI projection of 1300 deal registrations, 25K+ acct. (5% market share increase)
- Managed a team of 4 (1 PO, 1 BSA, 1 Eng., 1 UAT Analyst) to design partner experiences with capex of 200K+ quarterly
- Shipped the web form sign up page and system notifications, automating part of the deal registration workflow across the partner-facing and internal sales teams

Capital Group, Social Media Strategy for Sales, *Digital Product Strategist*   Apr 2019- Jul 2019

- Conducted primary and secondary social media channels market research, analyzed industry and competitive trends, and identified the gaps across 9 rival brands in the social media channel
- Resulted in identifying 8 key themes, identifying 5 key players in the social channels for investment management firms

Google Cloud, G Suite Business-to-Business, *Product Marketing Program Manager*   Mar 2018 – Feb 2019

- Managed the email marketing development team for G Suite products, with 5M+ paying users, for 9 onboarding & upsell and cross-sell programs -- collaborated with cross-functional teams, 60 new emails launched in 2 months
- Led localization in 9 languages across 43 markets, driving a 30% increase in audience reach across programs, 40% increase in open rate, and 25% increase in conversion rate, driving product and user adoption as well as A/B testing

Google Hardware & Devices, Retail Marketing Analytics, *Business Analyst*   Dec 2017 – Mar 2018

- Developed a vision and strategy, devised a roadmap for a unified historical database of Google Hardware retail marketing to establish data maturity. Designed dashboards for 8 retail marketing channels, improved efficiency by 15%

Salesforce & Demandware Commerce Cloud Post-Merger Integration, Product Manager   Oct 2016 – Nov 2017

- Served as a Product Manager for the integration of acquired product Demandware into Salesforce ecosystem
- Managed product discovery from concept to implementation across 4 workstreams: current state assessment, define personas, and user journey for direct customers and partners to bring new business models and features to Salesforce
- Shipped 329 feature requirements that optimize sales team's internal experience and the ability to effectively do their jobs, resulting in adoption by 30k+ new users and 30% increase in work productivity

EDUCATION

University of California, Davis– College of Letters and Sciences   June 2016

Bachelor of Arts, Economics; Minor, Communications

SKILLS

- Programming Languages: SQL, HTML, CSS, Python
- Software: Tableau, Jira, Rally, Trello, Growth Notification Platform, Content Management System, Salesforce
- Languages: English (fluent), Khmer (fluent)