

SINATH NEANG

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EXPERIENCE

Senior Technology Consultant, Accenture, San Francisco, CA

Jul' 16 - present

Product Manager, T-Mobile

Product Manager for T-Mobile for Business's partner web portal, a PRM platform. Managed a team of 4 (1 PO, 1 BSA, 1 Eng., 1 UAT Analyst) to design partner experiences with a capex of 200K+ quarterly

- Designed sign-up, lead and opportunity management experience to activate sales collaboration with ROI projected of 1300 deal registrations, 25K+ GA, and a 5% increase in market share
- Shipped the web form sign up page and system notifications, integrating with T-Mobile CRM, automating part of the deal registration workflow across the partner-facing and internal sales teams

Product Manager, Salesforce

Product Manager for Salesforce-Demandware Post-Merger platforms integration. Designed, built, implemented, and maintained efficient digital infrastructures and the processes.

- Shipped 329 new Salesforce features following the Demandware acquisition, to optimize sales team's internal experience and the ability to effectively do their jobs as part of sales, quote-to-cash, post-sales processes, resulting in adoption by 30k+ new users and 30% increase in work productivity
- Launched new product SKUs which increased 15% of add-on revenue. Prioritized new SKUs by conducting a focus group with top 10% power users to identify gaps and validate joint products
- Designed experiences for partner billing, provisioning, and support through benchmark across 4 partners' business models, enabling the indirect channel team to operate in Salesforce environments

Product Marketing Program Manager, Google

Product Marketing Program Manager for Google Ads SMB, Google Store B2C, and G Suite B2B. Manage a team of 2 junior marketing project managers and a marketing budget of \$1.3M+ quarterly.

- Launched 85 personalization campaigns for Google Ads SMB, a total of 206 emails with a reach of 40M+ users quarterly, with an average of 37% open rate and 48% click-through rate
- Launched 48 promotional emails with a reach of 27M+ subscribers, with a 20% increase in site traffic for Google Store B2C. Leveraged email modularity to scale development and reduce cost by 50%
- Launched 60 emails in 2 months for G Suite products with 5M+ paying users, for 9 onboarding & upsell and cross-sell programs. Increased audience reach by 30% through 9 language localization across 43 markets, with 40% increase in open rate, and 25% increase in conversion rate, driving product and user adoption as well as A/B testing
- Expanded the G Suite onboarding path from basic SKU into Business and Enterprise SKU customers

Product Strategist, Capital Group

Product Strategist for Social Media Strategy for Sales. Developed competitive insights and best social media practices through market research and competitive analysis for 9 brands across 5 social channels.

Business Analyst, Google

Business Analyst for Google Hardware Retail Marketing Analytics. Developed a vision, strategy, and dashboard for a data transformation initiative.

- Devised a roadmap for a unified historical database to bring data maturity to the retail organization
- Designed dashboards for 8 retail marketing channels, provide insights and improve efficiency by 15%

EDUCATION

University of California, Davis— College of Letters and Sciences

Jun '16

B.A., Economics and Minor., Communications

SKILLS

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