Jodie Chin

21jodiechin@gmail.com | (916)-753-8205 | www.linkedin.com/in/jodie-chin | San Francisco, CA

PROFESSIONAL EXPERIENCE

Jitjatjo   May 2022 - Present
Senior Product Manager   *New York City, NY (Remote)*

- Leads product roadmap strategy for a suite of staffing platforms designed to streamline operations and improve the experience for workers, clients, and administrators.
- Drives cross-functional initiatives with Chief of Operations, Design, Engineering, and Marketing teams to increase Client LTV by 10%.
- Translates user insights and business KPIs into product solutions focused on reducing friction and increasing retention, decreasing manual workflows by 73% year over year.
- Defines success metrics and builds product dashboards in Metabase to monitor feature performance and impact, boosting adoption rates by 62%.
- Leverages SQL and Python to model monthly demand projections and visualize regional recovery trends, assisting Client Success teams with go-to market strategies and resource allocation.
- Mentors a Junior Product Manager by providing guidance on stakeholder management, roadmap planning, and Agile best practices.
- Improved team velocity by 40% by optimizing Notion feature documentation and Gitlab issue management.
- Conducted user research analysis to iteratively improve client onboarding and pricing logic, reducing onboarding time by 98%.
- Integrated with Intercom AI chat agents and built Zapier automation workflows that eliminated operational bottlenecks by 11% within six months.

Pangaea   April 2021 - May 2022
Associate Product Manager   *Los Angeles, CA (Remote)*

- Analyzed customer behavior in Google Analytics and Hotjar and e-commerce funnel data in Amplitude to optimize digital subscription and retention strategies, reducing churn by 18% in 6 months.
- Collaborated with the General Brand Manager and Customer Service Managers to formulate quarterly product roadmaps by gathering insights from interviews and surveys and consumer behavioral data.
- Designed and executed A/B tests via Optimizely across mobile and desktop flows, increasing conversion rates by up to 25%.
- Used customer survey data to inform feature iterations and prioritize pain points in subscription flows.
- Led product development efforts for 6 engineers and 1 designer by leading daily stand ups, sprint kickoffs, and managing Asana boards to ensure high velocity development and delivery.

Hookit   September 2020 - January 2021
Associate Product Manager   *San Diego, CA (Remote)*

- Designed products and features to increase client adoption and oversee products from development to commercialization.
- Worked closely with Data Scientists to improve our data pipeline, image recognition, and machine learning model performance.
- Partnered with cross-functional teams to translate data driven ideas into product solutions.

Cal Athletics   January 2020 - September 2020
Data Analyst   *Berkeley, CA*

- Actively involved in data extraction, cleaning, and prepping via Salesforce and SQL for ticket sales reports of all sports.
- Worked closely with CRM Analytics & Strategy Manager to collect and analyze data for the improvement of upcoming season ticket sales.
- Analyzed football ticket data from the past five seasons through platforms such as DOMO, Microsoft Excel, and Jupyter Notebooks to obtain a better understanding of year to year ticket sales.
- Compared year to day prices and build probabilistic models to advise in areas of financial forecasting of ticket revenue.
- Assisted marketing team using Salesforce to develop reports of Cal Athletics customers and find targeted sales leads for season football, basketball, and baseball passes.

EDUCATION

University of California, Berkeley   August 2016 - May 2020
Bachelor of Arts in Applied Mathematics (emphasis in Data Science)   *Berkeley, CA*

Relevant Coursework: Linear Algebra, Principles and Techniques of Data Science, Structure and Interpretation of Computer Programs, Numerical Analysis, Multi-variable Calculus, Engineering Statistics

Skills

Product roadmap development, Agile development practices, Stakeholder management, User story creation, Internal tools development, MVP (minimum viable product) definition, Data analysis & modeling (e.g. SQL, Snowflake), Data visualization (e.g. Tableau, Amplitude), Experimentation frameworks, Funnel analysis, Gitlab, Python, Regression analysis, Wireframing

Projects & Extracurriculars

Defensive Soccer Analytics

Python   *June 2020*

- Analyzed and grouped defensive soccer players using K-Means clustering
- Scraped and analyzed soccer player data from WhoScored.com, then applied a K-Means clustering algorithm to identify key traits/features among defensive players

Spam/Ham Classification

Python   *November 2019*

- Created a classifier that will distinguish spam emails from non-spam emails
- Completed using feature engineering and sklearn libraries to process data and fit models
- Tested 91% accuracy of classifier using a Kaggle validation dataset

Yelp Maps

Python   *February 2017*

- Created a segmented visualization of Bay Area restaurant ratings using the Yelp academic dataset and machine learning
- Implemented unsupervised and supervised learning algorithms to predict user restaurant ratings