

# Ken Tran (Tran Nguyen Quoc Khanh)

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## Experience

AUGUST 2014 - PRESENT

### **PropertyGuru, Singapore - *Product Manager, Mobile***

- Oversee the entire portfolio of consumer and agent apps (native iOS and Android) across PropertyGuru's markets.
- Own and drive mobile roadmap through user-led and data-driven approach, to continuously deliver better solutions at every engagement and conversion point.
- Define end-to-end user experience on high-availability mobile products.
- Lead growth initiatives esp. in regional markets
- Led the full revamp of PropertyGuru's consumer apps to redefine the user experience. Transformed the legacy app (ridden with outdated UI and clunky interactions) to a fast, modern and easy-to-use product that allows user to search and find properties a lot more efficiently.
- Improved the app retention rate by 10% across markets
- Improved the overall app ratings, and increased consumer enquiries to agents by 60% YoY (2015 to 2016) even in cooling markets.
- The new Android app with its adoption of material design was featured on Play Store under New+Updated Apps. The iPhone app is consistently ranked in Top 10 of Lifestyle category.
- The revamped Android app won Mob-Ex Award (Gold) for Best App 2016.

AUGUST 2013 - AUGUST 2014

### **PropertyGuru, Singapore - *Product Executive, Creative and Editorial***

- Managed creative and editorial product lines (e.g. CMS, News, Guides and Resources, Reviews etc.) throughout their lifecycles across PropertyGuru's markets.
- Led product development and enhancements through user-focused and metrics-driven approaches.
- Collaborated with editors/content partners to ensure alignment between product feature sets and editorial strategies.
- Coordinated content-driven campaigns with marketing, sales, advertising operations etc.

- Created and launched a new content-management system that improved the publishing efficiency for in-house content managers, allowing cross-platform publishing.

APRIL 2012 - AUGUST 2013

### **Singtel - NewsLoop, Singapore - *Content Manager***

- Sourced, procured and curated editorial content for SingTel's news app NewsLoop.
- Discovered business opportunities and proposed partnership deals to both local and international publishers.
- Devised go-to market strategies esp. for editorial positioning.
- Managed integration of partners' content into the app to ensure a good user experience.

SEPTEMBER 2009 - APRIL 2012

### **Yahoo!, Singapore - *Producer***

- Curated and managed editorial content for Yahoo! Vietnam, including coverage of major international and regional sports events (e.g. World Cup 2010, 26th SEA Games 2011 etc.).
- Managed and spearheaded Yahoo! Vietnam social networks. Grew a vibrant social media following and community.
- Led design, development and localization for several editorial projects (News, OMG (Celebrity), Lifestyle, Live Sports Coverage etc.)
- Collaborated with cross-country editorial teams for coverage of regional and international events.

## **Education**

August 2006 - May 2010

### **National University of Singapore, B.A., Communications and New Media**

## **Awards**

February 2016

Mob-Ex Award 2016: Best App (Gold) - Media Owner Category

- Award won for PropertyGuru consumer apps <http://goo.gl/BzpUlh>