

Karen Oliveira

Product Manager 📍 Stockholm, Sweden 📞 072 887 34 00 ✉️ karenoliveirab@gmail.com



SKILLS

Management Skills
User and Creator Acquisition
Microsoft Excel Savvy
Data Analysis
Event and Campaign Planning

LANGUAGES

Portuguese

English

Chinese

Swedish

EDUCATION

Bachelor's Degree in
International Trade,
Donghua University,
Shanghai
January 2011 - July 2015

CERTIFICATES

Scrum Alliance Certified
Scrum Master
汉语水平考试 4
HSK 4

HOBBIES

Love anything **pink**
Learn new languages
Meditation and exercise
Binge watch Netflix
documentaries



PROFILE

Passionate project manager with 7+ years of global tech experience in social media, music streaming, and gaming. I launched TikTok in Brazil and Portugal, growing them from 0 to 1.5M DAUs in 6 months, and brought the real-time lyrics feature to the music streaming TikTok Music. Bringing true value to users is what fuels my creativity and drives me to make better products for everyone.



EMPLOYMENT HISTORY

Country Manager at TikTok, Shanghai

January 2016 - May 2018

Regions: Brazil, Portugal

- * Launched TikTok in Brazil and Portugal in 2016
- * Grew user base from 0 to 1.5M DAU within the first 6 months
- * Brought over local creators from other social platforms to TikTok
- * Created and implemented in-app content strategies to increase user retention
- * Launched TikTok Live in Brazil and Portugal and acquired local live-streamers

Product Manager at TikTok Music, Shanghai

May 2018 - November 2021

Regions: Brazil, India, Indonesia

- * Drove 10K+ organic users during the alpha stage in Brazil via effective localization.
- * Introduced real-time lyrics, boosting 7-day retention by over 4%.
- * Led 5 outsource teams globally, enhancing weekly efficiency by 50%.
- * Cut monthly outsourcing costs by 20%, maintaining 95%+ lyrics coverage through a new AI-driven model

Game Creator Manager at NetEase, Shanghai

December 2021 - November 2022

Regions: Europe, North America

- * Led game developer growth at NetEase for the "Clicli" platform.
- * Established the Discord community, growing it to 400+ developers with 35 games uploaded.
- * Automated feedback collection to enhance game editing.
- * Conducted market research, analyzing competitors like Roblox and Yahaha to identify popular genres and creator fund incentives.

Producer at Frever, Stockholm

December 2022 - April 2022

Regions: Sweden, UK

- * Boosted daily user retention for Frever by enhancing social interactions between new users and Star Creators.
- * Launched Frever's Android app in Sweden, broadening its audience.
- * Streamlined the release of app versions with a clear roadmap and timeline.
- * As a project coordinator, managed four teams for efficient collaboration and timely task completion.

Project Manager at The Gang, Stockholm

August 2023 - Present

Regions: Global

- * Facilitated the launch of branded games like FIFA and Wimbledon on Roblox.
- * Conducted competitor data analysis to inform strategic decisions.
- * Coordinated game production seamlessly across four distinct team