

# KATIE GOLDSTEIN

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## EDUCATION

### Dartmouth College, Hanover, NH

*Bachelor of Arts, Double Major in Computer Science and Hispanic Studies*

*Relevant Coursework:* Object-Oriented Programming, Web Development, Topics in HCI, Design Thinking, Impact Design

*Honors:* Citation of Academic Merit, High Honors in Computer Science, Hispanic Novel Prize, Magna Cum Laude, Phi Beta Kappa

*Foreign Study Abroad:* Madrid, Spain, focus on Literature and Art History

**Jun. 2020**

**GPA 3.87/4.00**

**Sep. 2017 – Dec. 2017**

### Tuck School of Business, Dartmouth College, Hanover, NH

**Dec. 2018**

*Summary:* Participated in a highly selective, intensive 3-week undergraduate business program focusing in accounting, corporate finance, managerial economics, marketing, strategy, and entrepreneurship; completed discounted cash flow analysis of Vail Resorts

### Crystal Springs Uplands School, Hillsborough, CA

**Jun. 2016**

*High School Diploma*

**ACT 35 (36 R / 35 E / 35 S / 33 M)**

## EXPERIENCE

### Microsoft, Seattle, WA

**Sep. 2020 – Present**

*Program Manager, Bing – Web Experiences (WebXT) – Growth & Distribution*

*Aug. 2021 – Present*

- Driving new badging & rotation features in Start experiences across Windows 10 and 11, partnering with partners across Windows and content services to drive end-to-end design, engineering, user research, A/B testing, and worldwide rollout to increase DAU
- Own baseline experience (engineering and UX) for Windows Search box worldwide revamp from 0 to launch; responsible AI lead
- Collaborating with design and PM from WebXT and Windows to formulate best-bet plan to bring Search to Windows 11 taskbar

*Program Manager, Customer Success Engineering – Amplify – RAVE (internal M365 support platform)* Sep. 2020 – Aug. 2021

- Sole RAVE PM on first-ever paid support integration pilot; launched app in a third-party app store; led internal compliance, procurement, and paid offering model workstreams; coordinate adoption and communication for 20 enterprise pilot customers
- Led north star redesign of support agent feedback system; optimized and launched 5 new support case routing rules
- 14x feature lead; increased commercial agent satisfaction by 2% all-up alongside engineering, operations, and partner teams
- Created team processes for customer-driven on-call process, daily user feedback summaries, compete analysis, and an operational feature health dashboard; refreshed onboarding wiki via 20+ internal articles and 2 OKR slides for monthly reporting to leadership

### The Walt Disney Company, Glendale, CA

**Jun. 2019 – Aug. 2019**

*Digital Innovation (DI) Intern, Disney Parks, Experiences, and Products – Emerging Technology*

- Supported Disney Parks technology product strategy; owned 7 competitive market & consumer intelligence analysis requests
- Drove program creation of an internal strategic intelligence newsletter; independently pitched Disney x Cameo to DI product
- Assisted technical project management in scoping, tracking, and executing a 1\* pilot project & app strategy executive sessions

### CashApp (Square), San Francisco, CA

**Jan. 2019 – Mar. 2019**

*Product Management Intern, Boost - Rewards & Status (now Growth)*

- Researched, iterated, & launched 50 location-targeted boosts based on a comprehensive framework of customer zip code, merchant physical location & overall spend; independently revamped company-wide merchant selection principles
- Manually increased merchant accuracy from 76 to 80%; brainstormed machine learning logic to further increase accuracy

## LEADERSHIP & ACTIVITIES

### Reading Partners, Seattle, WA & Berkeley, CA (virtual)

**Mar. 2020 – Present**

*Volunteer Literacy Tutor*

- Tutor a 9-year-old student in specific literary skills via an individualized, structured curriculum to promote reading proficiency

### Directing through Recreation, Education, Adventure, & Mentoring (DREAM), Hanover, NH

**Nov. 2016 – Present**

*Co-Chair & Mentor, Northwoods Community*

- Strategized & execute first-ever alumni engagement initiative in a team of 3; working directly with CEO
- Coordinated the transportation and socialization of 14 Dartmouth students with socioeconomically disadvantaged local children
- Mentored a 12-year-old, Tricia, girl for 3-4 hours a week to provide academic support and personal stability

**Additional Activities:** HeyMentor College Access tutor (2021 mentor of the year), APM Map (interviewing mentor), Katie's Office Hours (PM mentorship), Dartmouth 2020 Class Executive Committee (Secretary), Dartmouth Alumni Admissions (Interviewer)

**Previous Activities:** Digital Applied Learning & Innovation Lab (DALI Project Manager), Academic Clearinghouse (Tutor & TA in Spanish & CS) Center for Professional Development Peer Ambassador, Undergraduate Admissions Associate, Undergraduate HCI Researcher, Kappa Kappa Gamma (Education Chairman), Outdoors Club First-Year Trip Leader, Chabad

## SKILLS & INTERESTS

*Skills:* Spanish (fluent), French (beginner) Python, Java, R, HTML, CSS, Javascript, React, ReactNative, SQL, GitHub, MS Office

*Memberships & Certifications:* American Mensa, BCG Consulting Virtual Experience Program via Forage, Goldman Sachs Virtual Summer Insight Series, Ordained Minister (American Marriage Ministries), Wilderness First Aid Certified, Self-Published Author

*Interests:* reading, baking, Japanese design, organizing, poetry, educational equity, lived abroad in Valencia, Spain as a child