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LISA CHEN

Product Marketing, Product Management

Experience

Skills

Product Development
Scrum Methodology
User Research
Prototyping
User Testing
Digital Marketing
Data Analysis

Tools

Agile
JIRA, Trello, Confluence

Design
Figma, Sketch, Adobe XD, Photoshop

Data Analysis
SQL, Excel

Web Development
HTML, CSS

Personal Interests

Videography
Graphic Design
Cooking & Baking
Sketching
Biking
Swimming

Dec 2019
Present
12 mos

American Express Product Marketing Manager (Toronto, ON)

- + Led refresh of card activation journey on the Mobile App for Canada, partnering with the engineering team to re-design UI components, user flow and create a new PIN selection feature resulting in 10% increase in mobile activation
- + Increased monthly active users on web platform and Amex mobile app by 5% annually for new users through launch of digital marketing assets including extensive email curriculum, QR activation sticker, and social ads
- + Drove product development for Canada of low-cost, high-impact features by presenting insights on key product drivers to product team

May 2019
Dec 2019
7 mos

Labatt Breweries Sales Account Manager (Guelph, ON)

- + Increased market share of Labatt products in Guelph by 5% through strategy on distribution, placement, promotion and pricing tactics
- + Led the university campus program for Guelph, providing training and mentorship for the campus ambassador, and re-establishing Labatt as the core brand at all campus accounts
- + Leveraged territory budget to expand account partners to 70+ by providing customer support, trade marketing and sales initiatives

Aug 2018
May 2019
10 mos

Labatt Breweries Global Management Trainee (Toronto, ON)

- + Graduate rotational program with exposure to sales, marketing logistics, supply and finance in U.S and Canada (9/1500 applicants)
- + Improved trade marketing strategy in the Ontario grocery channel by developing metrics of success, tracking dashboards, and new process flows resulting in optimized cost and time spent on programming
- + Led the consumer research, ideation and pilot testing on development of a new product, resulting in successful validation and company approval to continue development

May 2017
April 2018
11 mos

BEAR - Behavioural Economics at Rotman Market Researcher (Toronto, ON)

- + Designed and led user research sessions utilizing focus groups, design sessions, surveys, and 1:1 interviews
- + Performed deepdive analysis and created solutions for a variety of user challenges in projects with Manulife, Hyundai, etc.

Education

2014
2018

Bachelor of Commerce
University of Toronto, Rotman Commerce
Major: Management, Marketing