

Lyman Wong

Project Manager

SUMMARY

Results-driven Project Manager with over a decade of experience in customer service, community management, and marketing. Proven track record of leading cross-functional teams to execute strategic initiatives, driving operational efficiency, and improving user engagement. Expertise in optimizing workflows, and managing programs. Skilled in leveraging data to inform decisions, enhancing team productivity, and delivering measurable business results. Adept at managing stakeholder relationships, setting clear goals, and ensuring timely project execution in fast-paced environments.

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in lymanwong

EDUCATION

San Francisco State University
Bachelor of Arts Biology

SKILLS

PROJECT MANAGEMENT

Agile
Canva
Customer Service
Data Analysis
Google Tag Manager
Hootsuite
HTML/CSS
JIRA
Reporting
Sprout Social
SQL
Zendesk

AWARDS

Zynga · Cheville Studio Award Q3 & Q4 Excellence in Community Mgmt.	2013
Zynga · Cafe World Studio Award Q2, Q3, & Q4 Excellence in Customer Support	2011
Zynga · Advocacy MVP Award Q2 Excellence in Customer Support	2011

VOLUNTEERING

Trust & Safety Foundation · Project Manager
Aug. 2023 to Oct. 2023

Executed SEO strategies and WordPress UI/UX improvements, resulting in a 126% traffic and 245% view increase in one week, while optimizing blog categorization, integrating Google Analytics, and establishing social media channels with performance reporting to executives.

Hack / Millennium School Apprenticeship Program
Aug. 2019 to Feb. 2020

Create curriculum and manage the Millennium Apprenticeship Program at Hack

EMPLOYMENT

Backbone · Remote
CS Project Manager

Oct. 2023 to Current

- Increased Trustpilot rating from 2.2 to 4.6 stars in six months by implementing automated post-service surveys.
- Reduced median resolution time by over 10% and improved CSAT by 8% by implementing hold status and follow-up processes.
- Improved Mavenoid satisfaction ratings by 15% and deflection rates by 5% through optimizing customer workflows.
- Created and delivered weekly departmental metrics reports to stakeholders to influence strategic decisions.
- Developed and documented Shopify store coupons for high-revenue partnership programs across the US, KR, TW, and JP markets.
- Managed internal knowledge bases (Notion) and maintained Zendesk external documentation.
- Administered Zendesk macros, categories, and reporting, ensuring data accuracy.
- Streamlined and established new procedures to boost team efficiency.

Scalable Press · Remote
Customer Service and Community Manager

Apr. 2020 to Sept. 2022

- Led team to achieve monthly and quarterly key performance indicators and elevated Fuel's Shopify app rating from 3.2 to 4.9 stars.
- Developed and expanded Fuel's remote customer service team of six, creating processes and managing resources within budget.
- Streamlined and or automated manual processes using Zapier to improve team efficiency
- Acted as the key liaison between customer service and product teams, communicating customer needs effectively.
- Recruited, interviewed, hired, and trained new team members, ensuring high performance.
- Played a key role in launching customer-centric product features, aligning the product with user needs.
- Developed training documentation, videos, and best practice guidelines, improving onboarding.

Hack Computer · Remote
Community Program Manager

Apr. 2019 to Apr. 2020

- Planned and executed Amazon sales strategies, resulting in a 20% increase in purchases.
- Achieved 25% overall organic community growth, including 193% on Instagram, 100% on Twitter, and 6% on Facebook.
- Managed all marketing touchpoints for Hack (social, emails, blog, website), ensuring consistent messaging and brand voice across channels.
- Collected and synthesized product improvement recommendations from the community and playtests, driving actionable product insights.
- Developed and executed 30/60/90-day marketing and social media strategies, aligning marketing efforts with business goals.
- Created and implemented Google Tag Manager triggers and executed SEO improvements, enhancing site visibility and search performance.
- Defined and executed community contests, user playtests, and AMAs, fostering deeper engagement with the community.

Udacity
Student Experience Specialist

Jan. 2018 to Dec. 2018

- Organically grew Facebook, Twitter, and Instagram followers by 31%, 33%, and 65%
- A/B tested and reported on social campaign results providing ROI recommendations
- Worked cross-functionally to manage and publish editorial content for the School of Business.
- Produced and managed the social media content calendar using Airtable, streamlining content scheduling and campaign execution.
- Co-led weekly School of Business office hours and AMAs, facilitating community engagement.
- Managed and updated the School of Business learning content, ensuring accuracy and relevance.
- Provided weekly social media performance reports using Hootsuite and other tools, offering actionable insights for optimization.
- Led weekly content meetings with remote teammates, ensuring strategic alignment.

LeEco US
Community Manager

May 2016 to July 2017

- Used social media to drive a 13% increase in customers to LeEco.
- Identified and recruited social media influencers for LeEco's pre-launch campaigns.
- Managed Facebook, Twitter, Google+, Instagram, Pinterest, and YouTube channels for LeEco.
- Developed documentation and processes to enhance team productivity and growth.
- Provided weekly social media performance reports, offering strategic suggestions for user base growth.
- Mentored junior Community Managers, ensuring team alignment and professional growth.

Yerdle
Community Program Manager

May 2015 to Oct. 2015

- Decreased incoming support tickets by over 10% by establishing Social Support.
- Increased user engagement by over 10% for Unshopping email campaigns.
- Led cross-functional project management between Growth, Product, and Support teams.
- Managed, grew, and nurtured Yerdle's Community Programs, fostering user engagement and community growth.
- Planned and executed user onboarding email campaigns using Mailchimp.
- Strategically managed communications and reporting for Yerdle's sub-communities.
- Seeded and envisioned Yerdle's next strategic sub-communities, laying the groundwork for future growth and engagement.

Zynga
Associate Community Manager

July 2010 to June 2013

- Designed and launched profitable in-game products, driving revenue growth.
- Established a company-wide strategy, improving overall efficiency.
- Increased Facebook Fan Page reach by 20% through data-driven A/B testing.
- Received multiple studio awards for excellence in Community Management and Customer Service.
- Collaborated with Marketing to develop and execute the community's marketing strategy.
- Advocated for the customer during product meetings and feature reviews