

NICK NGOH

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 **EXPERIENCE**

PROFILE

- Applying for a role in a fast paced agile environment
- 2 Years experience as a PM at HeavenAddress
- Traits: Team player, strong maths background, independent online learner (Udemy), excellent communicator

EDUCATION

- UNIVERSITY OF NEW SOUTH WALES | 2013
- Bachelor of Civil Engineering and Commerce

REFERENCES

Derek Goh (Founder)
dgoh@heavenaddress.com
(02) 8756 5637

Philip Yip (Head of IT)
pyip@heavenaddress.com

HEAVENADDRESS | APRIL 2014 - APRIL 2016 **PRODUCT MANAGER // RESTING PLACE**

- Project lead for 11 successful projects for various clients delivered within budget and deadlines
- Managing feature backlog as requested by customers
- Conducted user research, generated user stories and user journeys to improve UX for end users
- Carried out UI improvements that increased outsourced worker productivity
- Reduced productions costs by 1/3 by implementing new methodology
- Responsible for internal white papers detailing potential new products (Online forum and data warehouse)
- Successfully pitching the product to SMCT, CCC and Invoke

HEAVENADDRESS | APRIL - DECEMBER 2015 **COMMUNITY MANAGER**

- Responsible for growing the FB page from nothing to a community of 36K over the span of a year
- Responsible for the media schedule and content creation guidelines for design staff
- Responsible for Facebook PPC campaigns
- Provided monthly analytics reports for social media communications (Google Analytics and FB Analytics)

KNOW-HOW

KNOWLEDGE

- Strategising the product roadmap with respect to the core business goals and industry
- Conducting user research, generating user journeys and generating wireframe prototypes
- Led daily stand up meetings to touch base with all project participants
- Experience with **Jira**, **Trello** and **Asana** to manage feature backlogs and milestone
- Using analytics from SQL, excel and Google Analytics to drive decisions
- Experience with **Hootsuite** and **Buffer** in managing social media schedules
- Facebook PPC and utilising off-page backlinks

TECHNICAL SKILLS

- Basic knowledge in **HTML 5**, **CSS 3**, **Javascript** and **SQL**
- Basic UX knowledge and design skills
- Prototyping with **Balsamiq** and **Axure**
- A/B and multivariate testing
- **Vegas Pro 12** (video)