REBECCA LI

E: liruijia0904@gmail.com   T: 647-979-8894   W: **https://rebeccallll.github.io/**

SUMMARY:

Results-oriented product manager with a customer-centric approach and a strong data-driven background. Extensive experience in successfully launching B2B products and enhancing B2B2C features. Proficient in leveraging qualitative/quantitative research and data analysis to identify user needs and drive tech-enabled innovations that meet and exceed user expectations. Exceptional at learning new skills, fostering cross-functional communication, and optimizing product development processes.

Software and Tech Language: Jira | Figma | Unity | SQL | Python | C#| HTML&CSS

EXPERIENCE:

Talent.com Programmatic job search platform   *Toronto, CA*
Product Manager（Remote）   *Oct.2022 – Apr.2023*
Led a global scrum team (8 engineers and a QA) to enhance the Employer Dashboard and Sales Module.
1. Improved **User satisfaction** from 7% to 20% in one Quarter:
   - Conducted in-depth research to identify pain points and target clients' needs.
   - Prioritized ideas aligned with OKRs and implemented new dashboard features.
   - Streamlined job posting procedures with cross-functional teams.
2. Reduced over $50,000+ budget:
   - Sunset unprofitable products through cost/benefit and competitor analysis.
   - Presented potential risks and backup plans before ATS decommission.
   - Optimized translation costs through data analysis with the Business Intelligent team.
3. Increased Scrum team **productivity from 20% to 35%:**
   - Explored the root cause of increased support tickets and verified assumptions with metrics.
   - Standardized task prioritization based on impact matrix.
   - Improved user stories and acceptance criteria with the Scrum team's feedback.

Key accomplishments: Enhanced user satisfaction, optimized budget utilization, and increased team productivity through data-driven decision-making and cross-functional collaboration.

Elephant Wave Inc. Marketing start-up   *Toronto, CA*
Product Owner   *Oct.2019 –Apr.2022*
Leading B2B2C projects in Grocery, E-commerce, and Social Media sectors, while proactively tracking trends, identifying opportunities, and meeting underserved customer needs. Developed a compelling product vision aligned with business objectives and marketing strategies, collaborating with cross-functional teams to maximize product impact.
Key achievements: reducing the drop-off rate **from 70% to 30% in 2 months** and achieving a **200% increase in app installations** through strategic app boost initiatives.

iEVER MCN with 3 million subscribers   *Shanghai, China*
Project Manager   *Nov.2018 – Sep.2019*
Collaborated with cross-functional teams to develop an Influencer E-learning **(SaaS) platform**, leading marketing research, conducting 10+ competitor analyses, and collecting 3,000+ online surveys to ensure a user-focused approach.

Global Stech Inc. IT consultant firm   *Beijing,China*
Product Manager   *Jan.2018 – Aug.2018*
Led the complete design of the Crude Oil Trading App design, **from ideation to Agile launch,** including alpha and beta versions, involving client requirements gathering, prototyping, product specifications, and QA tests.

EDUCATION & CERTIFICATION:

XR development with Unity certification (VR/AR)   University of British Columbia, Canada
Bachelor of Science (Nutrition | Psychology | Statistics)   University of Toronto, Canada