Sejal Jain

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Summary

Empathetic and curious product manager interested in building delightful, data-driven experiences. Interested in creating technologies that are smarter, more accessible, and intended to serve a more equitable society.

Work Experience

Associate Product Manager | *Vrbo of Expedia Group* — August 2019 - Present
- Drove the product strategy and roadmap for an adaptive search and filter experience on consumer-facing web and native apps, leading to $4.2M in incremental annualized transactional sales from booking conversion optimizations
- Partnered with analytics, research, and marketing stakeholders to identify & address key customer needs through customer research, user lab studies, and customer engagement analysis.
- Collaborated with engineering and UX team to execute a series of prioritized product features in a high velocity testing environment to deliver customer value while reducing cloud costs and increasing operational efficiency by 33%
- Spearheaded multiple initiatives in collaboration with data science teams to enable contextualization and personalization in search and filter experience
- Built analytics dashboards to track key success metrics and analyze customer behavior in A/B tests

Product Management Intern | *Vrbo of Expedia Group* — May - Aug 2018
- Operationalized market activation playbook for Virtual Tours product reducing market activation lead time by 50% and significantly streamlining product operations
- Launched product training guide and formalized app release communications process
- Resolved product issues related to external API by communicating directly with clients

Technical Business Analyst Intern | *Turner Broadcasting* — Sep 2017 - May 2018
- Worked cross functionally with strategy and business planning stakeholders to document requirements for internal revenue planning product and conduct user acceptance testing

Full Stack Engineering Intern | *Citizengage* — Jun - Aug 2016
- Built a full-stack, real-time IoT telematics dashboard to optimize logistical operations, unlocking data collection for future intelligent route optimizations

Teaching Assistant | *Girls Who Code* — Jun - Aug 2017
- Taught computer science fundamentals, robotics, object-oriented programming, web development, and supported 20 students in executing full-stack web projects

Projects

Co-Founder | *Spun - healthier, breathable intimates designed with gynecologists* — May - Sep 2020
- Identified need in women's intimates space for healthier & more breathable lingerie
- Validated need gap by interviewing and surveying 200+ women & health professionals
- Partnered with gynecologists on product design & content around vaginal health & wellness

Developer | *Application Development Initiative - student run incubator* — Oct 2016 - May 2017
- Built an iOS app called Swipes to solve for food insecurity in the campus community
- Built a hyperlocal news and events web app for the West Harlem neighborhood in NYC

Program Manager | *Engineers Without Borders* — Oct 2015 - Dec 2018
- Led an engineering team to design and implement a clean water distribution system for a rural community
- Coordinated with Ghanaian local government to organize community support for the project

Education

Columbia University, New York — Class of 2019
B.S. in Computer Science (Intelligent Systems Track)
Selected Coursework: Machine Learning, Natural Language Processing, Cloud Computing & Big Data
GPA 3.76, Dean's List

Skills, Tools, & Interests

Skills: *Agile methodology, Experimentation & A/B Testing, Storytelling, Design Thinking, Fluency in Hindi and Spanish*
Tools: *JIRA, Trello, Confluence, Smartsheet, Figma, Zeplin, Mixpanel, Tableau, Google Analytics, SQL, Python*
Interests: *Classical dance, Mutual aid, Women's health and advocacy, Comedy writing*