

Xiahereban Aisha

Shehriban96@gmail.com | 650.933.7424 | Menlo Park, CA

LinkedIn: [linkedin.com/in/xiahereban](https://www.linkedin.com/in/xiahereban)

GitHub: github.com/shehriban

MBA graduate with the passion and desire to enhance experience and knowledge in business process improvement. Proven ability to effectively analyze complex data to identify problems and formulate solutions. Presents solutions to senior executives and members of cross-functional teams to influence decision-making.

TECHNICAL SKILLS

Multi-tasking | Attention to Details | Independent Contributor | Result oriented | Energetic | Self-motivated

- **Proficient:** Microsoft Office Suite, G Suite, QuickBooks, Adobe Photoshop, Illustrator, Survey Monkey, Mail Chimp, Social Media Marketing
- **Analytic Skills:** Probability, Statistics, Inference, Regression, Optimization, Simulation, Data visualization
- **Exposure:** Jira, Agile Development, Slack, SQL, HTML5, CSS, JS, Git, Wordpress, Tableau

PROFESSIONAL EXPERIENCE

Google via Vaco | Content Moderator @YouTube Ads | Mountain View, CA

11/2021 – Current

- Audited ads that consist of visual, text and audio per shared guidelines. Increased the count from 350 to 600 per user within 1 month.
- Created daily reports for using Google Sheets and automated the flow by ensuring consistency and accuracy of reviewed content.
- Collaborated with multi locale users in multi language to increase productivity.

Techworld Trading Inc | Associate Product Manager, Customer Experience | Menlo Park, CA

10/2017 – 08-2019

- Managed third-party dependencies and secure necessary engagement / resource alignment for the creation of co-developed product features
- Collaborated with the business, user experience and engineering teams during discovery to assess value, usability and feasibility of product features
- Managed partner relationships, identify necessary and/or desirable third-party features; evaluate and select vendors, negotiate agreements and contracts, and manage partnership integration
- Engaged with engineering and project management during implementation; quickly answer questions that arise during implementation and to make scope tradeoff decisions
- Worked closely with Marketing, the Business and AB testing teams to launch products and ensure their adoption
- Actively participates in marketing and advertising meetings, brainstorming and strategy meetings.
- Assists in organizing marketing events and internal activities.

EDUCATION

M.B.A. Master of Business Administration, Silicon Valley University School of Business, San Jose CA.

2014

B.Sc. Ecology, Xinjiang University - Urumqi, China

Awarded Fulbright Scholarship

2010

LANGUAGES

◆ Chinese (Native) ◆ Uyghur (Native) ◆ English (Fluent) ◆ Turkish (Fluent)

VOLUNTEER EXPERIENCE

Anatolian Cultures and Food Festival Volunteer

Includes exhibitions, food, art craft, performances, dances and live music with 50,000 guests annually from around the world.

Pacifica Institute Volunteer

Designs and executes projects covering social welfare, education, poverty, and conflict resolution issues in collaboration with scholars, activists, artists, politicians, and religious leaders-communities.