

Stephanie Wang

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Experience

Dropbox, Inc. **Product Manager** | San Francisco, Apr 2015 - present

- **Set roadmap and strategy for file collaboration features (Comments and Badge).** Worked cross-functionally to understand user needs, implement solutions, test in alpha/beta, measure success, and launch new features. Doubled weekly active commenters in less than 1 year.
- **Increased new user growth and engagement through a revamp of Dropbox's mobile onboarding flow.** Pulled actionable insights from qualitative and quantitative data on the highest value use cases for new users. Performed and analyzed results from a number of A/B tests.
- **Operationalized account closure process for inactive accounts.** Worked cross-functionally to minimize PR risk. Closed 60M inactive accounts, saving 45PB of storage within the first year.
- **Conducted pricing and promotions experiments to identify potential opportunities for Dropbox's paid storage plans.** Ran and analyzed results for a number of experiments to measure the elasticity of demand for paid plans and the effects of giving users free space.

Online Revenue Operations, Analyst | San Francisco, Apr 2014 - Apr 2015

- **Profiled inactive users and identified key areas for storage reduction.** Also investigated and improved the comprehensiveness and accuracy of user activity logging across all platforms.
- **Automation of post-sale engagement email campaigns.** Wrote production level code to automate the sending of targeted email campaigns, managed the processes for collecting and prioritizing new campaigns across teams, and scaled the team to 3 people.
- **Worked with the support team to redesign the Dropbox Help Center.** Synthesized support ticket data, defined key metrics for success, and established ongoing tracking of overall performance.
- **Analytics training:** Created Hive/SQL training materials and ran company-wide training sessions.

Oliver Wyman **Consultant - Senior Consultant** | Boston, Sep 2012 - Mar 2014

- **Implemented a churn reduction strategy for a multinational telecommunications corporation.** Included identifying segments with high save potential, developing strategic offers, modeling potential financial impact of initiatives, and working with client teams to execute on campaigns.
- **For a major U.S. airline, project managed over 8 initiatives in Inventory Management and Distribution.** Built a disposition strategy and timeline for minimizing excess and obsolete inventory.
- **Researched business models and strategic control points in global downstream oil and gas segments for a \$10 trillion oil and gas company.**
- **Developed a promotional forecasting algorithm in SQL for a category-leading global retailer.** Translated a complex theoretical approach to promotional analysis into a client tool.

Summer Consultant | Boston, June 2011 - Aug 2011

- **Maintained a sales forecast for over 3,000 stores for a major U.S. food retailer.** Created forecast accuracy metrics, designed tools for interfacing with forecast outputs using Excel and SQL.

China Mobile **Corporate Customers Department Intern** | Shanghai, Jun 2010 - Aug 2010

- Researched marketing methods to improve relations with medium and small businesses.

Education

Harvard University | Cambridge, Sep 2008 - May 2012

B.A. in Physics, Magna Cum Laude with High Honors in field (GPA: 3.90/4.00)
Minor in Psychology; courses in Math, Economics, and Computer Science

Skills and Interests

Technical: SQL, HTML/CSS, Javascript, Python, beginner Unity (scripting in C#), Adobe Creative Suite
Interests: Video games and board games, graphite drawing, knitting, music (guitar, piano)