





# SEAN HAN

## ASSISTANT PROJECT MANAGER

### CONTACT

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Kansas City, MO   
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### CAREER OBJECTIVE

Efficient self-starter eager to apply intern experience at Tenenz, where I can grow under the direction of a seasoned PM. Motivated to increase my skill set while offering meaningful contributions with SQL and Tableau abilities.

### EDUCATION

B.S.  
Mathematics  
Kansas City University  
September 2016 - April 2020  
Kansas City, MO

### RELEVANT COURSES

Intermediate programming  
Probability & Statistics  
Linear Algebra  
Applied Econometrics  
Game Theory  
Calculus 1-3

### SKILLS

Google Analytics  
A/B testing and experimentation  
Excel, Google Sheets, SQL  
Tableau

### WORK EXPERIENCE

#### Project Manager Intern

Applied Marketing Science

April 2019 - March 2020 / Kansas City, MO

- Built data visualizations using SQL and Tableau for product KPIs that reduced manual reporting work by 10 hours weekly
- Set up Google Analytics dashboards to identify product features that correlated with customer attrition, leading to proactive interventions that reduced monthly churn by 4%
- Using Excel and SQL identified an area of the client product funnel that was underperforming and recommended improvements that increased free trial activation rate by 14% for 18-29-year-old females
- Worked to understand client pain points, and demonstrated that data in team presentation reports

#### Project Manager Intern

Etsy

April 2018 - July 2018 / Kansas City, MO

- Developed and fostered relationships with customers to identify and remove roadblocks in obtaining the most value for Etsy
- Designed and managed a new customer on-boarding process for Etsy services, resulting in an improvement in customer retention of ~24%
- Performed tests and rollouts to ease vendor experience on Etsy with 6 project managers
- Checked in with and collaborated with department heads and cross-functional teams to meet a variety of needs

### PROJECTS

#### Your Voice Matters Project

- Scoped out features, created basic wireframes, and built the product roadmap for a mobile app that allows users to vote on the bands they want to play at community events
- Won 2nd place overall out of 64 competing teams
- Conducted user research interviews and metric tracking in Google Analytics to optimize feature-set, which improved daily engagement by 19%
- Led the product direction for a team consisting of 2 engineers and a designer for a campus-wide hackathon
- Spearheaded the launch and marketing of the product to our student-base, which went live to 16K students