**ELLAINE I-LIN TSAI**

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**PROFILE**

Results-driven Product Manager with expertise in AI-powered innovation, strategic decision-making, and scalable product development. Skilled at transforming data into actionable strategies that optimize user experiences and inform high-impact decisions. Proven ability to drive 0→1 product launches, expand platform capabilities, and enhance engagement to accelerate business growth. Passionate about leveraging AI/ML to develop intelligent, user-focused solutions to drive long-term success.

**PROFESSIONAL EXPERIENCE**

**Life Link Cloud** (Software Development) *Tainan, Taiwan*

*Product Manager* *Sep 2021 – Present*

* Led an 11-member R&D team in developing and launching multiple 0-to-1 features—including sales analytics, membership rewards, online booking, and multi-payment platforms—driving a 25% improvement in customer retention and a 30% growth in average transaction value.
* Defined and drove the product roadmap by leading MVP development, prioritizing high-impact features, and aligning stakeholders—leveraging user research and data insights to optimize decision-making, resulting in a 40% boost in feature adoption and a 35% acceleration in release cycles.
* Optimized Agile workflows (Scrum, Kanban via Trello), enhancing sprint planning and cross-functional collaboration—leading to a 70% increase in feature delivery speed and a 34% decrease in engineering backlog.
* Leveraged Google Analytics, SQL, and Hotjar to track user engagement, conduct funnel analysis, and extract actionable insights—leading to a 15% rise in session duration and a 12% gain in conversion rates.
* Supervised backend engineering teams using SQL, Go, GitHub, and AWS to automate CI/CD pipelines—achieving a 55% drop in deployment failures and maintaining 99.5% system uptime.

*Marketing Specialist & Outside Sales Representative Aug 2020 – Sep 2021*

* Spearheaded a cross-functional UI/UX redesign project, creating wireframes and high-fidelity mockups in Figma—enhancing user experience and leading to a 68% improvement in user satisfaction scores.
* Developed and executed SEO-driven content strategies, leveraging keyword research, backlinking, and influencer partnerships—generating a 45% boost in organic traffic and a 25% increase in inbound leads.
* Designed and facilitated training programs for the sales team, improving client communication techniques—driving a 20% boost in annual contract renewals.

**Ryerson Holding Corporation** (Metal Processing & Distributing)  *Chicago, IL*

*Digital Marketing / E-commerce Intern Jun 2019 – Aug 2020*

* Analyzed user acquisition data, behavior flow, and conversion funnels using Google Analytics and Excel—enhancing sales strategies and leading to a 15% growth in conversion rates.
* Conducted A/B testing and user behavior analysis via Hotjar and Omniconvert—resulting in a 15% improvement in click-through rates and a 30% reduction in customer support tickets.

**COMPUTER & PROGRAMMING SKILLS**

* **Programming Languages:** Python, SQL, R, HTML
* **Product & Analytics Tools:** Trello (Kanban), Google Analytics, Hotjar, SEMRush, Pardot, Omniconvert
* **Design & Prototyping:** Figma, Final Cut Pro, Procreate
* **Language:** Fluent in English & Mandarin | Conversational in Japanese & Korean

**EDUCATION**

* **University of Washington, Foster School of Business**, Seattle, WA  *Expected in Jun 2025*

Master of Science in Information Systems.

* **Purdue University, Krannert School of Managemen**t, West Lafayette, IN *Aug 2016 – May 2020*

Bachelor of Science triple majoring in Marketing, Finance, and Management.