

# Jolie Huang

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## PROFESSIONAL EXPERIENCE

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**Vendini** San Francisco, CA  
**Senior Product Manager** Apr 2018 – Present

Closely work with stakeholders, engineers, and designers on key Reporting and E-Commerce product initiatives responsible for \$500M in ticket sales across the U.S. and Canada. Lead the full product lifecycle: Vision, research, strategy, roadmap, design, develop, launch, sunset, and impact measurement.

- Attained \$6M new bookings and 11% YoY revenue growth by offering white label and internalization solutions.
- Increased conversions by 15% after redesigning user flows and introducing the Express Checkout feature.
- Raised average cart values by 8% through recommending products via cross-selling and up-selling features.
- Designed an Interactive Report Builder that enables report customization, projecting \$1M churn reduction.
- Won the 2019 American Business Awards® Best Event Management Solution BRONZE STEVIE® via the View From A Seat feature, bringing realism to the ticket shopping experience.

**Accenture** San Francisco, CA  
**Product Manager/Senior Innovation Strategist** Apr 2015 – Apr 2018

- Attained 86 NPS on a Virtual Finance Advisor with behavior-based financial recommendations.
- Increased conversion rates by 6% through adding a buyer/seller chat feature to an e-commerce platform.
- Facilitated 100+ Design Thinking workshops to align stakeholders' interests and bring creative ideas to market.
- Authored publication entitled Accenture Technology Vision 2017: AI is the new UI.
- Won the Recognition Award for achieving and delivering unexpectedly outstanding outcomes.

**Leo Burnett** Taipei, Taiwan  
**Senior Strategic Planner** Jun 2014 – Nov 2014

- Oversaw product discovery and go-to-market strategy for 13 global brands with budgets totaling \$10M.
- Reduced exit rate by 60% by simplifying interfaces and checkout paths on a fashion e-commerce platform.
- Led product launch efforts to reach 1M daily active users on a digital wallet for a leading fast food franchise.

**Fuzhou Fu He Yuan Food Company** Fuzhou, China  
**Strategy Manager** Apr 2010 – Aug 2012

- Increased YoY sales by 90% for a premium product line by introducing a subscription-based pricing model.
- Achieved 15% monthly customer growth by initiating localized promotion strategy for satellite franchisees.
- Exceeded annual sales targets by 180% through expanding distribution channels to 100+ partnership stores.

**Build Direct International Consulting** Taipei, Taiwan  
**Consultant** Aug 2008 – Mar 2010

- Boosted video views by 120% by instituting omnichannel marketing solutions for a cosmetic client.
- Increased average session duration by 500% through a web interface redesign for a premier news channel.
- Lifted sales by 10% through organizing nationwide events and in-store promotions for a retail client.

## EDUCATION

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**DUKE UNIVERSITY**, Durham, NC, Master of Business Administration (MBA), December 2013

**HEC PARIS**, Paris, France, Master of Business Administration (MBA), June 2014, GPA: 3.7/4.0

**TAMKANG UNIVERSITY**, Taipei, Taiwan, BS in Business Administration, June 2008, GPA: 3.8/4.0

## CERTIFICATION

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**Certified Scrum Product Owner (CSPO)**, February 2018, Scrum Alliance

**ICAgile Certified Professional (ICP)**, February 2018, ICAgile

**Design Thinking Practitioner**, August 2017, Luma Institute

**Google Analytics Individual Qualification (IQ)**, April 2015, Google