

## Product Cover Letter

Throughout my 7 year career, I've held Product Consulting roles focused on helping business build and improve technology to reach and convert more customers. I work with startups and traditional businesses to improve their identity online, understand their user journey, identify product market fit, and ultimately build technical products to meet their business goals.

For the past few years, I've continued consulting through Fate Lab, while co-founding my own startup, FanBacked. FanBacked is a white label community crowdfunding platform conceptualized from meeting with crowdfunding campaign owners who had raised \$1M+ each using sites like Kickstarter or Indiegogo, but felt that their platform features were too limited. Working with my CTO partner we developed & launched a platform in three months that drove \$1.5M in contributions to various projects on our site in the first 18 months of operation. I was responsible for developing product specs, wireframes, user stories, and tracking key metrics used for testing product hypotheses.

The majority of my technical skills have been either self-taught or from working with development teams learning the way code works. I've created technical specs in document form, as well as using tools like Jira, Basecamp or even Trello for smaller projects to manage feature lists & product roadmaps. My project management experience expands across multiple verticals primarily consumer tech/mobile, e-commerce, ad-tech, analytics, and content management platforms. Though my development skills are limited to (HTML, CSS, Java, SQL) and coding has never been my primary role, I am able to grasp and spec complex product launches for both front and backend technologies.

As Senior Product Manager leading development at Centerfield Media, I drove the expansion of the Clicks.net product into two new business verticals. I created reports for the executive and sales teams of early research into market size and opportunity then lead MVP product testing to validate our hypothesis, and ultimately a full roll out of two new verticals for the platform. During that role, I was also Lead PM on a custom internal CRM application our sales team used to streamline the sales funnel and in order to increase lead throughput while the company was growing the sales team.

My experience has also been heavily focused in product marketing / business side of a product role. My value add is helping to identify, validate, and iterate on product market fit leading the development of features within products that can help optimize sales processes, scale user bases, and increase engagement. Having an entrepreneurial background has helped me work well with companies expanding into new product segments that need a well-rounded team member that can think critically about a new market, identify KPIs, research and define potential entry points, and ultimately present a product roadmap & business case justification for a tech build.

I look forward to describing in more detail how I plan to be a valuable asset to your team and working together to be a driving force in your company.

Thanks,  
Jay Chang  
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