# Jay Chang

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## UWORK EXPERIENCE

**University of Southern California,** Product Venture Consultant– **USC Blackstone Incubator**          May 2015 to Present
- Advise university ventures in product development and product marketing - helping new businesses identify product market fit, test hypotheses, define user stories, development scope, and tech road maps from MVPs to future iterative feature releases
- Define KPIs for startup ventures from initial product testing through growth, UX design, & conversion optimization
- Developed Incubate.USC.edu portal, the definitive guide to the entrepreneurial ecosystem at USC

**FanBacked,** Head of Product **– Entertainment Crowdfunding Platform**          April 2014 to Dec 2015
- Co-Founded a white label community crowdfunding platform from conceptual mockups to design and implementation.
- Developed product specs, UX wireframes, user stories & metrics for testing product hypotheses, maintained feature roadmap
- Drove contributions of $1.5M to projects on the platform (Rob Zombie, Slash, WuTang) in the first 18 months of operation

**FateLab,** Senior Product Consultant **– Venture Studio**          Oct 2013 to Dec 2015
- End to end role; main point of contact for clients and internal team members from onboarding through product delivery
- Draft detailed product specs for web, CMS, and mobile app products including UX wireframes, user stories, & database specs
  - Clients included: Mary Education / Cardology App, Far East Movement, Destination Luxury, Oginx Music Video App

**Centerfield Media,** Senior Product Manager **– Lead Gen / Ad Network**          May 2011 to May 2012
- Research and detail product specifications for a portfolio of Lead Gen Websites (Dating, Finance, and Education Verticals)
- Lead PM on (Clicks.net) – lead vertical expansion, product optimization, maintained product backlog, and weekly SCRUM
- Focus on user acquisition and conversion metrics optimizing product features to generate positive revenue from traffic
- Managed Team of 2 PMs & 8+ Developers - Agile iterative releases, JIRA Master, Lead Weekly Scrum / Standups

**JayDChang.com,** Product & Marketing Consultant **– Internet Business Consultant**          Jan 2009 to Present
- Online marketing and product management services provided to 20+ clients throughout the past 5 years
- Developed inbound lead strategy, optimized for SEO ranking $1^{st}$ for Internet Business Consultant on Google from 2009-2013
- Execute development and growth strategy for a variety of companies both online & brick and mortar in many industries:
  
  **Channel Factory,** Product Marketing Manager - **AdTech Video Marketing**
  - Bridge product and sales teams prioritizing features in the product roadmap by business case & operational need
  - Strategize with the executive team to define product features in roadmap as marketing and sales benefits for potential clients
  - Clients included: Red Bull, Sony Pictures, Nestle, Ebay, Intel, Universal, Toshiba, TBS, BuzzFeed, Toyota, McDonald's
  
  **Battery Technology Inc (BTI)** Director of Product (E-commerce) – **Consumer Electronics OEM Dell / Toshiba**
  - Lead the development and marketing of Amazon stores and E-commerce sites owned by Battery Technology Inc
  - Product & Marketing role focused on direct to consumer sales of consumer electronics team generating 2M+ yearly revenues
  - Developed proprietary Amazon listing generating application to simplify and automate the creation of product listings
  
  **Text90210.com,** Product Management Consultant **– SMS Marketing Service**
  - Built a text message marketing SAAS business, researched industry, defined user stories, created roadmap to launch
  - Product spec, UX Wireframes, managed outsourced development team, marketing, branding, and growth
  - Assets acquired in 2010 by an undisclosed buyer and continue to operate today under new management

## EDUCATION

**University of Southern California**          Graduated May 2009

Gordon S. Marshall School of Business
> Bachelors of Science in Business - Concentrated in Entrepreneurial Business and Technical Product Marketing

Annenberg School of Communication          Aug 2006 to May 2009
> Minor - Communication in the Entertainment Industry

## AWARDS AND HONORS

**2009 Student Recognition Award** – awards graduating seniors who excelled both inside and outside the classroom, and who have made a significant difference through outstanding leadership, volunteerism, and commitment to both campus and community

**Global Leadership Honors Program -** Awarded Internet Marketing internship with Prologis Logistics to rebrand their Chinese branch website – Opportunity to apply by invitation to the most academically talented students in each incoming freshman class

## SKILLS, TRAITS, AND APPLICATIONS

**Skills –** Technical Specs • Product Intuition • Agile Development • UX Wireframes • User Stories • Data Models
**Traits** – Detail Oriented • Problem Solver • Self-Motivated • Entrepreneurial • Flexible • Open Minded • Positive
**Applications –** Analytics Tools • Trello • Slack • JIRA • Basecamp • Photoshop • Fireworks • WordPress

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 primarily 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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