

Jay Chang

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WORK 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 1st 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 (Ecommerce) – 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