

EDUCATION

INDIANA UNIVERSITY | SCHOOL OF INFORMATICS AND COMPUTING, BLOOMINGTON, IN

Bachelor of Science in Computer Science

Specialization: Systems

Honors: Highest Distinction (top 1% of graduating class)

MAY 2017

GPA: 3.93/4.0

WORK EXPERIENCE

META (FORMERLY FACEBOOK), MENLO PARK, CA

Product Manager

August 2020 – Present

- **PRODUCT: BUSINESS INTEGRITY > AFTER CONVERSION EXPERIENCES (ACE)**

- Solely owned product vision, strategy, and execution for protecting buyers after purchasing from Meta's e-commerce platforms.
- Managed a team of 30 engineers, data scientists, designers, and product specialists to reducing measured negative post-purchase experiences for FB and IG Shops, a key company priority.
- Drove strategy and execution for a cross-org, multi-half seller performance program that is expected to reduce negative post-purchase experiences on FB and IG Shops by 50% by the end of H1 2023.
- Utilized machine learning models to increase speed and recall of our enforcement signals and reduce negative experiences.

ZYNGA, SAN FRANCISCO, CA

Senior Product Manager

August 2017 – August 2020

- **PRODUCT: THE WIZARD OF OZ MAGIC MATCH**

- Rebalanced the in-game economy by collaborating closely with engineering and QA to change feature rewards and introduce new power-ups in order to reduce free currency inflows and push users to complete harder tasks and participate in longer-term features.
- Built new store and sales systems that allowed for A/B testing of price points and more flexible user segmentation.
- Planned and managed the entire live operations cadence including new events, holiday giveaways, and sales in order to keep users engaged and hit quarterly revenue targets.

- **PRODUCT: WILLY WONKA'S WORLD OF CANDY**

- Designed a "Daily Level" feature that 51% of players engaged in on a daily basis and drove DUU/WUU daily engagement.
- Combatted engagement softness by creating a "skip animations" feature and a "move directly to next level" feature that cut wait times between levels by up to 80% and drove a 15% increase in level attempts per day.
- Created and tested the first sales strategy for the new game which increased revenue per user by up to 18%.

- **PRODUCT: HIT IT RICH! SLOTS**

- Oversaw live operations for an \$80M/year game, improved process flows to cut down live operation setup time from 2 hours/day to 15 minutes/day, and created engaging story-based challenges for players that increased core engagement by 5-10% per event.
- Initiated an economy analysis and restructured the purchase values in Hit It Rich based on a quantile-analysis of player spend behavior; results showed up to a 30% lift in revenue per user.

DRIZZLE LABS, INC., BLOOMINGTON, IN

Product Manager/Co-Founder

December 2014 – February 2017

- Worked with and convinced a team of senior venture capitalists to invest a \$290,000 seed round in my Android messaging startup.

- Drove over 80,000 user downloads between our apps by reaching out to tech blogs and news sites, providing quality customer service, and innovating on features that increased user retention.

- **PRODUCT: DRIZZLE APPS – DRIZZLE SMS, DRIZZLE CLOCK, DRIZZLE CASH, DRIZZLE REWARDS**

- Hired and managed an 15-person team to build an SMS app that could compete with pre-loaded Android SMS apps, pay users, and grow quickly.
- Focused on improving our paid acquisition and building retention-targeting features to mitigate user churn and maintain a user base of 10,000 daily active users.
- Conceptualized, designed, and developed an Android alarm clock application that paid users to wake up via ad revenue.
- Responded to complaints that our payment system was too hard to navigate by redesigning it from the ground up to provide a streamlined checkout process and promote higher-paying rewards.

- **PRODUCT: DASH SMS/MESSENGER**

- Spec'ed, prototyped, and managed development of a hybrid SMS and instant messenger application that garnered 4,000 installs in its first day.
- Released industry first features for a social messaging/SMS app including quick reactions, a feature that was later adopted by Facebook Messenger and iMessage.

TECHNICAL ABILITIES

Languages: Python (Very Proficient), SQL (Very Proficient), Swift (Proficient), C (Proficient), Java (Proficient)

Web Development: JavaScript (Very Proficient), HTML5 (Very Proficient), CSS3 (Very Proficient), jQuery (Proficient), WordPress (Proficient)

Tools: Excel (Very Proficient), Sketch (Very Proficient), Git (Proficient), Xcode (Proficient)

AWARDS

Clapp IDEA Competition (2016): Placed first out of ~70 teams competing for \$15,000 by pitching an entrepreneurial idea to a board of investors.

Wells Scholar (2013-2017): Selected as one of 18 students in a class of 8,000 attending Indiana University based solely on academic and extracurricular merit. Recognized as Indiana University's most prestigious scholarship and among the top undergraduate scholarships in the nation.

INTERESTS

Photography • Guitar • Piano • Flute • Rock Climbing • Marathon Running • Skiing • Longboarding • Eagle Scout