Kelly Fang

fanyun.fang@gmail.com ▪ 408-786-7771 ▪ 2510 Bancroft Way Apt. 311, Berkeley CA 94704 ▪ US Citizen

PRODUCT MANAGEMENT, PROJECT MANAGEMENT, UX RESEARCH & DESIGN
Team Management, Growth, SEO, Social Media Marketing, Photography

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EXPERIENCE

CBS INTERACTIVE   **June 2013 - Present**
Associate Product Manager (Jan. 2014 - Present)
B2B Tech Brands (ZDNet.com, TechRepublic.com, TechProResearch.com)

- *Product lead for ZDNet.com, biggest B2B brand with 23 million monthly uniques. Used Omniture, Clicktale, A/B testing, Usertesting.com to inform data-driven UX decisions, and get product strategy buy-in from key executives.*
- Successfully launched the ZDNet site redesign in beta, and saw 5% increase in PVs/Visit overall with new design. Also increased downstream content consumption by 10%-15% on core pages: article page, image galleries, front door and topic door.
- Led SEO and search tracks for ZDNet re-platform. Defined requirements for site search results relevancy—site search usage increased 40% in month after launch.
- Managed API updates, QA testing and release of ZDNet mobile app on iOS and Android.
- Implemented A/B testing strategy for B2B group, establishing standards for experiment setup and identifying core KPIs. Conducted over 17 different A/B tests with Optimizely. Reduced bounce rate on Techrepublic.com by 7%.

Product Manager Intern (June 2013- Aug. 2013)
Download.com (+80 million monthly unique visits)

- *Independently managed project roadmap, product definition, and engineering specs for 4 projects simultaneously.*
- Designed and implemented A/B test for new front door ad units. Utilized test data to create revenue forecast.
- Initiated scalable documentation project for over 20+ different Download.com site page types.

THE DAILY CALIFORNIAN - www.dailycal.org (200K - 300K monthly unique visits)   **Sept. 2010 - May 2013**
Online Managing Editor (May 2012-May 2013)

- *Achieved 21% increase in pageviews and 43% increase in unique visitors through use of effective social media tools (Twitter, Facebook, Tumblr) and Google analytics.*
- Led 10 web developers and web designers to design, develop and launch new, innovative editorial web projects.
- Increased scalability by transitioning site to new Content Delivery Network, improved site load time by 30%.

Multimedia Editor (May 2011-Dec. 2011)

- *Directed and produced video for our national award-winning multimedia project: dreamstate.dailycal.org*
- Developed and implemented recruitment plan to expand the multimedia team of 4 producers to a team of 18

BERKELEY CENTER FOR NEW MEDIA   **Jan. 2012- May 2013**
Communications Coordinator

- Maintained www.bcnm.berkeley.edu for the center, including publication of news posts, event announcements and research.
- Generated 20% increased user engagement using social media networks (Facebook, Twitter, Quora) for center news & events.

SKILLS SUMMARY

HTML5 | CSS | jQuery | Git | SQL | Google Apps Scripts | Atlassian Suite (Jira, Confluence, Bamboo) | Trello | Omniplan | Omnigraffle | Optimizely | Adobe Omniture Sitecatalyst | Tableau | Google Analytics | Usertesting.com | Clicktale | Adobe Photoshop, Illustrator | Sketch | InVision

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CERTIFICATIONS

Optimizely Platform Certified: March 2015

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY B.A. Political Economy, Minor in City Planning — Graduated Dec. 2013

AWARDS

Online Managing Editor of *www.dailycal.org* - *Online Pacemaker Winner for Best Daily News Site, 2013* from The Associated Collegiate Press (National)