Jasmine Yadeta

Product Manager

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RELEVANT EXPERIENCE

Product Manager - Mobile Apps

Ticketmaster • Vancouver, BC (remote) • 2022 – Present

▷ Executed and led the growth of the Ticketmaster mobile app by identifying product gaps and prioritizing researched pain points, growing the monthly active user base over 94%, breaking pre-pandemic records for installs, MAUs, and rev
▷ Proactively scoped, strategized and developed the plan for a Global App consolidating 21 countries into a single app. Leading execution across two development teams totaling 8 engineers, 3 QA and collaborating company-wide

eCommerce Product & Operations Specialist

BroadbandTV (BBTV) • Vancouver, BC • 2020 – 2022

▷ Led as Product Owner in ideation, strategy, approval, defining KPIs/OKRs, research, development, testing, policy and ongoing maintenance of new and existing eCommerce initiatives with teams across multiple time zones
▷ Identified product gaps in SEO and internal Google Analytics and Google Merchant Center and led the technical implementation and optimization of these platforms resulting in a 12% decrease in bounce rate and sustained conversion rate increase of 1.4%

eCommerce & Merchandising Operations Coordinator

BroadbandTV (BBTV) • Vancouver, BC • 2019 – 2020

▷ Managed 7+ Shopify and custom eCommerce platforms including daily sales and monthly KPI reporting (AOV, traffic, 3PL costs analysis and 3rd party vendor costs analysis, shipping analysis, marketing campaign ROI etc.)
▷ Responsible for testing, evaluating, and maintaining cross-browser compatibility and mobile responsiveness UX for all eCommerce products ensuring accessible, low friction experiences to encourage conversion and RCR

Test Centre Operations Administrator (Technical Support)

Paragon Testing Enterprises • Vancouver, BC • 2018 – 2019

▷ Provided technical support to over 100 global active partners including: network issues, OS configuration and feature rollout with a first touch resolution of 97%
▷ Developed and launched new technical documentation to aid partners in issue resolution that resulted in a reduction of quick resolve calls of 33% within a month

Software (iOS) Developer

Centre for Autism, Research, Technology & Education • Victoria, BC • 2015 – 2017

▷ Engineered Let's Face It! (LFI) Scrapbook, a gamified educational iPad (iOS) application for training facial expression and identity recognition. Managing inception through launch and iteration of the full development cycle of the app including UI/UX, development, deployment, feature rollout etc.
▷ Organized and led beta testing (47 participants) and feedback implementation and maintained technical support email and Apple updates post release

EDUCATION

University of California - Berkeley
Completed August 2021
Product Management Certification

University of Victoria
Completed August 2018
Bachelor of Science in Computer Science and Psychology, Minor in Business

TECHNICAL SKILLS

Analytics + Operations
Jira, Confluence, Asana, Tableau, Excel & Google Sheets, R, Google Analytics, Google Merchant Center, Google Ads, Zendesk, Kayako

UI/UX + Design
Adobe XD, Sketch, Figma, InVision, Balsamiq, Zeplin, Adobe Illustrator, Adobe Photoshop (familiar)

Web + App Development
HTML, CSS, Javascript, Markdown, Github, Bitbucket, X-Code, Swift, Objective-C, Python, Java, SQL, MySQL (familiar), Liquid (familiar)

CURRENT PROJECTS

Building a free, interactive, easy to digest (easier said than done!) resource hub for early to mid-level professionals aiming to enter the tech industry, specifically product management. Primary focus is promoting women and people of colour who historically have lacked the availability of these resources.

INTERESTS

Running, hiking, kayaking, board games, and volunteering to teach coding concepts to girls and youth.