



Andrew Chang
 www.chongers.me
 andylew.chang@gmail.com
 (C) 909.451.3701

EDUCATION

GEORGETOWN UNIVERSITY

May 2010 | Washington, DC

Bachelor of Science, Finance & Marketing
 GPA: 3.81/4.0, Magna Cum Laude
 Dean's List, First Honors
2010 Wall Street Journal Student of the Year

EXPERIENCE

PRODUCT MANAGER | SIDEBENCH (Aug 2018 - Present | Los Angeles, CA)

- Continuously collaborated with UX/UI designers and lead engineers to deliver winning consumer and internal product solutions to diverse clients including Microsoft, Red Bull, LA County, and e-commerce platforms.
- Synthesized qualitative user insights and analytics to define products, establish roadmaps, map user flows, create wireframes, test prototypes, run A/B tests and monitor KPIs to ensure business goals are being met.
- Routinely implemented features and functionalities that improved NPS scores across client products.

MANAGER, DIGITAL STRATEGY & ANALYTICS | FLEXFIT LLC (Jul 2016 - Jul 2018 | Brea, CA)

- Led business development and operations enhancement that directly impacted EBITDA growth.
- Fueled sales growth by conceiving elevated product offerings for reputable clients that include Nike, Adidas, Vans, Stussy, Undeclared, Supreme New York, Obey, Hurley, Travis Mathew, and many more.
- Oversaw the development of Flexfit's inaugural B2B shop.flexfit.com e-commerce platform.
- Spearheaded the company's first digital ad campaigns on Google Ads & Amazon Marketing Services.
- Built over 100 BI data dashboards and visuals with PowerBI along with managing database queries.
- Streamlined operational efficiencies by leveraging cloud technology along with ERP improvements for operations, SCM, and logistics. Implemented a barcoding system that manages millions.

MARKETING ASSOCIATE | FLEXFIT LLC (Jul 2010 - Jul 2016 | Brea, CA)

- Responsible for developing integrated B2B marketing plans, seeking strategic partners, capturing new product development & conducting market research that propelled revenue growth by over 2X.
- Oversaw the redesign of Flexfit.com which experienced user growth of 2X in 2 years and led SEO initiatives that resulted in a keyword hit-rate growth of 20X within a 2 month period. Developed an industry first tool-kit site, custom.flexfit.com, allowing for clients to interactively design their hats and tech packs.
- Designed creative solutions for trade show activations, product catalogs, ads, office space design, websites, sales tools, pitch decks, product trims, e-mail marketing, social media, and much more.

CO-FOUNDER & PRESIDENT | GA200 LLC (Jan 2011 - Dec 2015 | Los Angeles, CA)

- Created the product definition, set the strategic vision, oversaw the content management, and forged marketing plans for ga200's first consumer web application called Palendar.
- Responsible for UX/UI design of ThePalendar.com desktop & mobile web application.

PRODUCT DEVELOPMENT, MOBILE | THE ASSOCIATED PRESS (May 2008 - Aug 2009 | New York, NY)

- Assisted in the development of the AP Mobile News app on iOS, Android, and Blackberry platforms. The app scaled to over 1 million unique downloads in its 1st year along with receiving numerous accolades including the 2008 Apple Design Award and Time Magazine's Top 10 iPhone app of 2008.
- Managed product roadmaps, UX/UI, backlogs, wireframes, QC testing, and content management.
- Developed go-to-market plans of the AP Mobile News app. Conducted industry analyses, proposed new digital initiatives, and created decks to vendors, sponsors, and advertisers.

SKILLS

- Product Management
- Business Strategy and Roadmaps
- SCRUM & AGILE Sprints
- User Research, User Testing, A/B Testing
- Web & Mobile Development
- Competitive & Data Analysis
- BI, Data Modeling and Automation
- Graphic Design (Print & Web)
- UX/UI Design (Web & Mobile)
- InVision, Zeplin, Sketch, Jira, Asana
- Google Analytics, AdWords, WordPress, SEO, MailChimp
- Microsoft Office (Word, Excel, PowerPoint, PowerBI)
- Adobe (Photoshop, Illustrator, InDesign)
- Languages: English- Native, Korean- Fluent

ACTIVITIES

- Beta Gamma Sigma Member: An International Honors Society for accomplished business students.
- Georgetown University Alumni Admissions Program: Conduct applicant interviews for admissions.
- World-OKTA Member: Graduate of the 2011 Overseas Korean Trade Association program in Busan, Korea. This trade organization promotes economic success & unity of Koreans worldwide.