Kevin Tran

Software, Product, Operations

Highly determined entry-level product manager seeking to leverage proven leadership and product skills to increase engagement & revenue through thorough data analysis, UX research/testing, and lean feature building. Proven ability to thrive and adapt in a fast-paced startup environment. Strong interest in crafting impactful products through thoughtful product requirements and UX research.

📞 (408) 858-1984
Mobile

✉️ kevintran@berkeley.edu
Personal

Software/Technologies

Adobe Photoshop

Balsamiq

HTML/CSS/JavaScript

Sketch

SQL

Product Skills

Agile Software Development
Bug Tracking
Product Requirements (PRD)
Product Roadmaps
UI/UX Design
Usability Testing
User Stories

Industry Knowledge

KPIs & Metrics
RESTful APIs
Digital Ads (Facebook)
Software as a Service (SaaS)
Single Sign On (SAML, OAuth)

Work Experience

Product Analyst
Facebook via Accenture Flex (Mountain View, CA)
MAY 2019 - PRESENT (4 mos)

- Develop deep knowledge of Facebook Products and specialize in Facebook Advertising products support
- Collaborate with product specialists to identify solutions to social media advertising bugs and business product confusions
- Provide high-level support and training to the sales team for advertising bugs in Client products
- Resolve Ad Campaign issues with high revenue impacts, solve 80% of product confusions
- Clearly communicate and educate sales teams on ongoing bugs, top product issues/confusions
- Triage and prioritize advertising bugs, escalating to next level support where appropriate

Product Manager Intern
Teachers' Curriculum Institute (Mountain View, CA)
JUNE 2018 - NOV 2018 (6 mos)

- Managed customer relationships for third-party tech integrations (SAML, Rostering APIs, etc.) with customer success & fulfillment teams for 30+ customer accounts spanning $8M+ in revenue
- Pioneered single sign on integrations (SAML, OAuth) into main web app and iterated with key stakeholders to grow usage from 30K users to 310K+ in the first month
- Launched 7 large and 80+ small features based on UX research & usability testing, collaborating with Chief Operating Officer and software engineers to focus product requirements to meet user needs
- Designed mockups & prototypes for new feature requests from user interviews, including a redesign of our support tools-- coordinating with design & marketing teams and company executives

Advisor (Volunteer)
Interact 5170 of Rotary International (San Jose, CA)
JAN 2017 - PRESENT (2 yrs 7 mos)

- Manage and mentor finance, community outreach, event planning, & area director teams overlooking 110+ club chapters in the Bay Area
- Implement online payment solutions for large scale (4000+ attendees) events, increasing efficiency measures by 60%

Education

University of California, Berkeley - Economics, B.A.
Graduated December 2017
- Relevant coursework: Behavioral Economics, Econometrics, Game Theory, International Trade, Power & Politics in Organizations, Improvisational Leadership
- 3.7 GPA (all business classes)

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