

YINGCONG(JUNE) FU

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Professional Experience

Product Manager, eCommerce Mobile App | Samsung Electronics America

Mountain View, CA | Jan. 2020 - Present

- Define the roadmap and vision for the eCommerce Mobile App. Conduct competitive analysis, user research, A/B testing to understand user needs and establish measurement metrics. Lead daily/weekly calls to keep the cross-team aligned. Present weekly review and quarterly/yearly roadmap to the leadership
- Lead a team of designers, engineers, data scientists and marketers to revamp Shop Samsung App with redesigned UI/UX, personalized content recommendation, cleaned-up backend data and operational process. Lifted CVR. by 15% and improved operational excellence by 50%
- Achieved 35% YoY revenue growth and 5% YoY CVR. growth by improving the customer journey on the navigation, buy pages, and checkout flow. Achieved 4x revenue growth in the Push Notification channel by building an automated audience generation tool integrated with MLAI model
- Lead Samsung's flagship product launches and seasonal campaigns on Shop Samsung App. Increased over 35% YoY contribution growth from the App to the total eCommerce, making the Shop Samsung App the leading revenue marketing channel of eCommerce
- Collaborate with cross-service team including Samsung Pay, Samsung Members, Samsung Health to launch eCommerce campaigns and achieved 70% revenue growth through the cross-services channels

Marketing Manager | TOP Network

Sunnyvale, CA | Aug. 2018 - Jan. 2020

- Executed go-to-market strategies for significant milestones of the fast-growing startup company. Crafted compelling content including weekly reports, press releases, marketing campaign copywriting, product feature updates, leadership op-eds for owned, earned, paid media channels for various stakeholders
- Applied UX principles to conduct qualitative and quantitative research and execute UX strategies for products including company website, Staking, cryptocurrency wallet and exchange
- Launched 1.0 version of Content Management System (CMS) of the company website. Conducted competitor and user research and integrate them into front-end products
- Worked with C-level decision makers to conduct competitive analysis, identify problems and potential markets, and adjust business and product strategies to increase brand awareness and user growth
- Maintained partnerships with investors, strategic partners, influencers, and media outlets across the globe

Market Research Associate | Netpop Research

San Francisco, CA | Dec. 2017 - March 2018

- Synthesized and processed research data of qualitative and quantitative studies to understand product brand awareness, performance, competitor landscape and user behavior in a global, multi-wave scope
- Interpreted the insights by using R and Python and produced reports via data visualization by Tableau and D3
- Created visual style guide and updated production process that increased overall productivity and efficiency by ~20%
- Delivered reports to stakeholders to assist in the go-to-market decision-making process

Education

Northwestern University

Master of Science, Digital Media

Evanston, IL | Sept. 2016 - Aug. 2017

Nanjing University

Bachelor of Arts, Journalism, Communication, and Related Programs

Nanjing, China | Sept. 2012 - June 2016

Udacity

Growth Product Management Nanodegree

June 2022

Skills

- Design: Adobe Creative Suite, Sketch, InVision, Zeplin, Principle
- Data Analytics: SQL, Tableau, Firebase Analytics, Google Analytics, Excel, R, Python
- Front-end: HTML/CSS, Javascript, Git
- Agile Development: Scrum, JIRA, A/B Testing, Quality Assurance