

ZADEY JOHNSTON

Product Manager

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📍 New York, NY

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WORK EXPERIENCE

Product Analyst Intern

TikTok

📅 April 2020 - current

📍 New York, NY

- Analyzed Google Analytics, discovering age gaps, and suggested marketing solution that closed age gaps by 14%
- Used data visualization models to understand and track KPIs, reporting results to leadership in prepared presentations
- Collaborated with product managers to determine drop in subscribers, and modeled potential solutions in SQL, effectively increasing subscribers by 8%
- Tracked marketing data across social media platforms, and problem solved with 3 product managers to run A/B testing to determine optimal ad placement
- Proactively met deadlines, communicated with team, and offered additional support in the way of testing hypotheses in order to work productively in a startup environment
- Awarded Intern of the Quarter in 2021 for clear and analytically driven ideas as well as a self-starter attitude

PROJECTS

Concert Voting - Hackathon

📅 January 2019 - April 2020

- Led the product direction for a team consisting of 3 engineers and a designer for a campus-wide hackathon
- Scoped out features, created basic wireframes, and built the product roadmap for a mobile app that allowed users to vote on which band should play the spring concert NYU
- Won 2nd place overall out of 43 competing teams
- Spearheaded the launch and marketing of the product to student base, which went live to 16,000 students
- Conducted user research interviews and metric tracking in Google Analytics to optimize feature set, which improved daily engagement by 16%
- Mentored junior engineers to succeed my position for the following year with the team taking 1st place

CAREER OBJECTIVE

Innovative and entrepreneurially-minded graduate with a proven track record of success at TikTok. Seeking a dynamic position at Handstands LLC, where I can contribute to innovation that will surpass the company's vision.

EDUCATION

B.S.

Mathematics and Economics

New York University

📅 September 2016 - April 2020

📍 New York, NY

🎓 GPA: 3.75

RELEVANT COURSES

Intermediate programming
Probability & Statistics
Linear Algebra
Applied Econometrics
Game Theory
Calculus 1-3

SKILLS

Google Analytics
A/B testing and experimentation
Excel, Google Sheets, SQL
Tableau