

Jane Hauf

Email janehauf@gmail.com • LinkedIn www.linkedin.com/in/janehauf

EXPERIENCE

FreeWheel, Comcast NBCUniversal

Product Manager

Mar 2020 – Present

- Lead product lifecycle for Creative workflows from ideation to roadmap planning to launch
- Provide technical specifications, timelines and product direction for Data Science based Proposal Validation forecasting product contracted by large, strategic client
- Train and mentor new team members, associate product managers and business analysts

Associate Product Manager

Jan 2018 – Mar 2020

- Manage Forecasting product for supply and delivery of ads for premium video content
- Spearhead cross-functional, globally distributed teams, designing technical solutions to business problems for clients and internal stakeholders
- Maintain and prioritize JIRA feature backlog throughout the Iteration planning cycle

Super League Gaming

Software Engineer

Feb 2017 – Jan 2018

- Managed startup website development with scrum team of engineers and UI designer
- Leveraged Javascript, Polymer, CSS to create responsive and reusable web components
- Utilize Angular and AJAX requests to dynamically display game statistics on movie screens

Nielsen

Marketing Analyst

Nov 2014 – Jun 2016

- Built statistical models to quantify effectiveness of over \$200 million marketing budget
- Provided Fortune 500 clients with data-driven insights, including price elasticity and competitive impact, to maximize efficiency of marketing efforts
- Managed projects end-to-end from gathering client requirements to data collection to leading an offshore data processing team to traveling to client sites for project delivery

Moët Hennessey USA

Brand Management Intern

Jun 2013 – Aug 2013

- Synthesized data to report findings, best practices and recommendations for events
- Created database of digital assets to equip retailers with most current brand materials

EDUCATION

University of California, Berkeley – Haas School of Business

Aug 2010 – Dec 2013

- **B.S. Business Administration**

Overall GPA: 3.72, Major GPA 3.73

App Academy

Sept 2016 - Dec 2016

- **Full Stack Web Development Bootcamp:** JavaScript, React.js, Ruby on Rails, SQL

Scrum Alliance

- **Certified Scrum Product Owner**

Aug 2019