

# Jane Hauf

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## 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
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## 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**