

# Samuel Zhu

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## Work Experience

### Chicory

New York, NY

#### *Product Manager I*

Jan 2022 - Apr 2024

- Spearheaded the 0-1 development of four media products focused on SaaS e-commerce capabilities, driving a 20% increase in revenue.
- Managed the ad tech roadmap, strategizing and delivering full stack features including additional targeting functionality for the supply-side platform.
- Directed integrations with third-party APIs, improving cookie match rates by over 80% with data providers in response to Google's updated privacy policies.
- Led user interviews and synthesized requirements for internal tools and programmatic solutions, improving process efficiency for Operations by 120%.
- Coordinated with cross-functional teams and external partners to overhaul Chicory's ad server to an external bidding platform.

#### *Senior Campaign Manager*

Jul 2021 - Jan 2022

- Mentored the first team of associates, supervising their daily responsibilities and fostering team culture.
- Initiated the development of ad server and internal admin features by writing user stories and acceptance criteria with the Product team, optimizing campaign setup and reporting.
- Developed a collection of Confluence documentation consolidating campaign management know-how, establishing a library for onboarding and knowledge sharing.

#### *Campaign Manager*

Aug 2019 - Jul 2021

- Accelerated several processes, including daily campaign management tasks, by developing quick insight dashboards in the Superset BI tool.
- Designed and created the Campaign Pacing and Campaign Revenue tracking sheets, essential daily documents for defining campaign performance and monitoring billing and margins.

## Education

### New York University

Sep 2015 - May 2019

*B.A., Economics*

## Skills

- **Additional Language:** Mandarin Chinese (Fluent)
- **Hard Skills:** Java, Python, SQL, Javascript
- **Soft Skills:** A/B testing, API documentation, Agile methodology, Scrum, GTM strategy, Product requirements, Competitor analysis, Stakeholder management, Technical communication
- **Tools:** Atlassian suite (Jira, Trello), Figma, BI tools (Looker, Tableau, Superset), Microsoft Excel