

GRACE DONG

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Data-driven Product Manager with a passion for consumer technology, storytelling, and innovation

grace-dong.com

EXPERIENCE

- Zynga**
San Francisco, CA
- Rotational Product Manager, Casual Puzzle & Social Casino Games** — August 2021-Present
- + Defined requirements and led cross-functional team to build two new live operations events that yielded +9% in monetization efficiency and +6% revenue per user
 - + Designed, executed, and analyzed A/B test experiments for the messaging system that led to an 80% increase in social media followers and 20% lift in engagement for returning users
 - + Planned and executed features to support the title's 1-year anniversary celebration, including 6 in-game giveaways and 3 VIP account management campaigns
- Dolby Laboratories**
San Francisco, CA
- Product Management Intern, Mobile Audio** — June 2020-March 2021
- + Launched new earbuds product to millions of global users by conducting research and testing with 60+ participants, defining 30+ use cases, and facilitating engineering work
 - + Built team's first refreshable data model that quantified install base of 600M+ smartphones and tablets; data used to inform 10+ partner negotiation meetings
 - + Devised strategy for entering new immersive audio market, and earned support from 3 teams
- Stanford Media & Personality Lab**
Stanford, CA
- Protocol Director, Social Media** — September 2019-Present, Advisor: Prof. Gabriella Harari
- Research Assistant** — April-September 2019
- + Recruited and surveyed 500 social media users, analyzed data to investigate relationship between user personality and behavior, and managed 3 research assistants
 - + Designed experiment and led process with Institutional Review Board for protocol approval
- Stanford University**
Stanford, CA
- Digital Media Intern, University Communications** — Feb 2018-March 2020
- + Created Instagram story posts that drove engagement up 250% more than account average
 - + Researched and wrote copy for 150+ posts on six Stanford social media accounts
- Axon**
Scottsdale, AZ
- Product Marketing Manager Intern** — June-Aug 2019
- + Pitched successful new product vision and roadmap by evaluating 8 user focus group interviews, investigating competitive landscape, and defining 10 feature requirements
 - + Headed cross-functional team of Sales, Marketing, and Product to organize 4-part webinar series that reached target audience of 8,000 small customer agencies in rural areas
- Oopsie Daisy**
Sunnies
San Jose, CA
- Co-founder & Chief Innovation Officer** — June 2013-Aug 2015
- + Launched the highest earning small business in the eBay program with a 40% profit margin
 - + Led team of 5 to design floral-embellished sunglasses, oversaw international supply chain, and executed national go-to-market strategy to drive revenue and lower costs

EDUCATION

- Stanford University**
Sep 2016-March 2021
- M.A. Communication: Media Studies** — 4.1/4.3 GPA, March 2021
- B.S. Symbolic Systems: Human-Computer Interaction (HCI)** — 3.9/4.3 GPA, June 2020
- + *Stanford Award of Excellence* — Top 10% of class recognized for leadership, 2020
 - + *École d'Ingénieurs du Numérique* — 1 of 23 in Winter 2019 Stanford in Paris Engineer cohort
 - + *Stanford Arts Intensive* — 1 of 12 selected for 360-filmmaking residential program, Sep 2018

LEADERSHIP

- Activities & Volunteering**
- Member, Stanford Young Alumni Philanthropy Council** — Jan 2020-Present
- + Organizing annual Day of Service event by conducting alumni surveys, analyzing previous years' data, and working with local non-profit organizations
 - + Volunteered for fundraising efforts during the COVID-19 pandemic to support financial aid
- Co-founder & Director, Jam Pac'd** — March 2018-June 2020
- + Spearheaded 2 quarter-long projects focused on womxn's empowerment through dance
 - + Doubled team size to 25 in 1 quarter; built recruitment and leadership election processes

SKILLS

Design: Agile Development, Design Thinking, UI/UX, Figma, Storytelling, Copywriting
Analytics: SQL, A/B Testing and Experimentation, Excel/Google Sheets, Tableau