

# DOMINIQUE (JINGWU) SHANG

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## EDUCATION

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<b>Columbia University, <i>Master of Science in Technology Management</i></b> ; GPA 3.92, New York, NY	12/2020
Courses: Technology and Law, Strategic Advocacy, Machine Learning & Artificial Intelligence, Financial Model, Business Plan, Modern Database Architecture, Programming in Java	
<b>Emory University, <i>Bachelor of Arts in International Studies</i></b> ; Decatur, GA	05/2018
Courses: Microeconomics, Statistics, Political Science, Finance, Accounting Awards: Honor and Merit List for 2014, 2015, and 2018	
<b>Study Abroad: Bocconi University, <i>Entrepreneurship and Innovation Management</i></b> ; Milan, Italy	06/2018 - 07/2018
<b>Study Abroad: University College London, <i>Political Economy</i></b> ; London, UK	01/2017- 07/2017
<b>Study Abroad: HEC Paris, <i>Business and Geopolitics</i></b> ; Paris, France	06/2017

## PROFESSIONAL EXPERIENCE

### Related Digital

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<b>Product Digital Marketing Intern</b> , Remote	11/2020 – Present
<ul style="list-style-type: none"><li>Conduct research on current digital marketing trends and explore ways to keep improving company's existing products and solutions including mobile marketing, customer data platform and web personalization</li><li>Work with product director to get hands-on real-life projects to help customers from Turkey and Dubai to launch successful digital marketing campaigns</li></ul>	

### ExplorR

<b>Co-Founder &amp; COO (Tech Start-up)</b> , London, UK	10/2018 - 04/2020
<ul style="list-style-type: none"><li>Served as one of three co-founders who kickstart a vision to facilitate the excitement of spontaneous travel</li><li>Released an App on iOS and Android Store; in 4 months, the company transformed into a SaaS company that helps outdoor entertainment companies innovate the visitor experience with location-based gamification</li><li>Assembled an in-house team of five and negotiated outsourced contracts to lead product design for a Chinese market product</li><li>Directly handled capital raising including negotiating and securing 150K GBP</li><li>Oversaw user acquisition; strategized marketing channels; acquired &gt;9K users within 4 months with a low customer acquisition cost</li><li>Presented the venture in 6 accelerators/competitions across different countries (Beijing, New York, London, Dubai)</li><li>Developed a network of trusted business service providers; supported product testing and app performance monitoring</li></ul>	

### Product Manager

	05/2020 - Present
<ul style="list-style-type: none"><li>Joined the efforts of the team to redesign the consumer App. Researched the target market and conducted competitive analyses to define our unique value proposition and created an end-to-end product roadmap</li><li>Built the wireframe interactive prototype and conducted 10 qualitative interviews with target customers from different profiles to gather feedbacks and based on feedbacks, I did the second iteration of designing product features</li></ul>	

### Alpha Square Group

<b>Business Development Intern</b> , New York, NY	01/2020 - 03/2020
<ul style="list-style-type: none"><li>Conducted market research to prepare roadshow materials, which helped in securing 20% of the LP capital</li><li>Implemented an internal IT system (CRM tools and virtual data room) through collaboration with BD and Investment teams</li><li>Represented the company in industry conferences and networking events to source possible b2b collaborations</li></ul>	

## LEADERSHIP EXPERIENCE

### Emory Alumni Association – NY Chapter

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<b>Vice President</b>	09/2018 – Present
<ul style="list-style-type: none"><li>Collaborate with three alumni in EAA Professional Development Committee to create professional development experiences to help people get networking opportunities and get valuable advice from mentors</li><li>Project managed and led the event planning for the Shark Tank entrepreneurship event on May 2019</li></ul>	

### Columbia Product Management Club,

<b>VP of Events</b>	09/2020 – Present
<ul style="list-style-type: none"><li>Resolve students' concerns regarding the recruitment of product manager job by facilitating networking opportunities with industry professionals and leaders</li><li>Lead four committee members to organize career webinars to help students better understand the product manager job</li></ul>	

## STARTUP AWARDS

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<ul style="list-style-type: none"><li><i>Participant</i>, <b>Kings 20 Accelerator</b> (1 of 20 start-ups accepted out of 220 that applied) under Kings College London)</li><li><i>Finalist</i>, <b>Columbia University's Lion's Den</b> business pitch competition finalist (one of the four businesses)</li><li><i>Participant</i>, <b>London &amp; Partners Accelerator, London Mayor's Office</b></li><li><i>Winner</i>, <b>Columbia University China Prospects Conference Startup Competition</b>, 2019, 2<sup>nd</sup> place and popularity award</li></ul>	
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## SKILLS & INTERESTS

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**Core Competency:** Product Management, Agile Methodologies, Data Analytics & Visualization, Entrepreneurship

**Certification:** Certified Scrum Master

**Language:** English (Bilingual), Chinese (Native), French (conversational)

**Computer:** Microsoft Office (proficient), Tableau (proficient), SQL (Intermediate), Jira & Confluence (Intermediate), iMovie (Intermediate), Java (Beginner), JavaScript (Beginner), HTML & CSS (Beginner), Adobe XD (Beginner), IBM SPSS (Beginner)

**Interests:** Photography, Soccer, Filmmaking, Travelling, Drums