

Annie Liao

8+ years of **digital** experience in **product management** and **media strategy**

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EXPERIENCE

Digital Product Lead, World Journal

JUNE 2017 – PRESENT | New York NY

- **Growth:** In charge of web product optimization (including mobile web), driving 84% YoY user growth and 83% YoY traffic boost.
- **Business:** Establishing and exploring global business partnerships with digital publishing platforms across Europe, Asia, and North America.
- **Analytics:** Monitoring performance of digital projects, working closely with a team of 10+ engineers and designers to iterate based on metrics, scale development, and improve product performance.
- **Mentorship:** Coaching and motivating team members to innovate, deliver high quality user experience, and integrate into product portfolios.

Product Owner, Yahoo

MAY 2013 – FEB 2017 | Taipei TW

- **Product Launches:**
 - Founding member of **Yahoo TV**, managing user flow from editorial standpoint and eCommerce integration, leading to one of the most profitable media products in Yahoo Taiwan.
 - Launched **Yahoo News YBrain** from concept to completion, becoming first and one of the most engaging mobile-driven interactive news features in Yahoo APAC region.
 - Managed localization and product marketing of **Tumblr** in Taiwan, driving 150% YoY user growth.
- **Product Innovation:**
 - Hosted user/persona research meetings across multiple functions and global regions, integrating market insights, usability tests, and user interviews to optimize product performance.
 - Defined and developed product vision and strategy, working with engineers and designers to groom user stories.
 - Wrote internal newsletters on the last trend in digital media, ensuring our products are up-to-date and inspiring managers to arrange training sessions for team members.
- **Thought Leadership:**
 - Public speaker on the concept of **Content Marketing**, sharing

HONORS + AWARDS

Guest Speaker: Winning Content Marketing Strategy, Business Next Publishing Corp., 2014– 2015

Instructor: Infographic Design Workshop, KKBOX, Nielsen, Universities across Taiwan 2012 – 2015

1st Place: Best Illustrations, Florida Press Club, 2011

2nd Place: Best Infographics, Florida Press Club, 2011

SKILLS

Agile/Lean Process, A/B Test, Wireframe/Prototype (Adobe XD, Balsamiq), Roadmap (Jira, Aha!), Go-To-Market Strategy, Data Analysis (SQL), FE Dev (HTML5, SCSS, JavaScript ES6, ReactJS), Visual Design (Illustrator, PhotoShop)

EDUCATION

MA in Journalism at University of Missouri, 2008 – 2010

BA in Foreign Languages at NCTU, 2005 – 2008

insights with Yahoo's business partners at various conferences to establish Yahoo's ownership of and expertise in the field.

- Instructor of **infographics/data visualization**, sharing various visual deliveries of powerful presentations by creating workshops for media, sales, marketing, design, and engineering teams.

● **Training:**

- Arranged monthly workshops for a team of 100+ members by inviting experts from different fields to share their insights.
- Developed tutorials and communications for the end-users during implementations of new features and products.
- Hosted internal training sessions on new releases of editorial tools developed by global media team.

Producer, Yahoo

FEB 2012 – APR 2013 | Taipei TW

● **Trend Setting:**

- Created 1st Content Marketing Guide for internal use.
- Researched trends regarding activity and organizations in the media industry to develop and pitch recommendations for partners and product roadmaps.
- Coordinated with cross-functional teams on new product/platform launches and to ensure the cohesiveness of the overall user experience across local and global functions.

● **Original Content Programming:**

- Launched Micro Revolutions: an investigative reporting series, interviewing government officials by gathering questions and feedback from end users with the aim of raising awareness and pushing for change in public policies.
- Designed infographic templates for Yahoo Media Group as a new approach to gaining traction on social media, generating over 500K Facebook reactions in 6 months.

Interactive Graphic Artist, Florida Times Union

FEB 2011 – NOV 2011 | Jacksonville FL

- Designed infographics for the newspaper and website.

PERSONAL PROJECT

Airbnb Recommends — *Product Feature*

DEC 2017

- Introduced a new button that encourages users to book Experiences during their Home-booking process.