

ANDREA CHAN

andreamchan@gmail.com · Vancouver, Canada

WORK EXPERIENCE

Senior Product Operations Manager

JUL 2018 - JUN 2020

Autzu (*Partnered with Uber & Via; hourly car rentals for rideshare*)

- Doubled critical top line growth metric within 1 year, supported NYC operations launch
- Worked closely with developers and designer in agile sprints on product features (consumer-facing and internal), supported successful roll out of UI revamp and mobile app release
- Hired, trained, and managed fleet operations, driver operations, and offshore 24-hour customer support
- Created internal knowledge base from scratch, contributed 70+ pages of internal processes, workflows, best practices and US/CAN market knowledge, trained and audited team on all SOP

CEO & Founder

DEC 2017 - OCT 2018

Creatology Corporation (*Female fertility health hardware tech pre-revenue startup*)

- Developed go-to-market strategy plan, submitted entry of proof-of-concept to Grand Challenges Canada
- Accepted to 2018 cohort Fierce Founders Bootcamp (Communitech) and participated in pitch competition

Strategic Lead

FEB 2016 - OCT 2017

Lalamove (*\$1B+ valuation on-demand delivery platform*)

- Oversaw strategy and business intelligence, created operational dashboards for all internal teams for the city. Increased new driver acquisition average 25% monthly for two consecutive quarters
- Supported sales team on B2C and B2B marketing strategy, developed marketing materials and content, guided sales growth average 20% week over week
- Collected quantitative and qualitative data from users and drivers, communicated with major stakeholders and product managers in biweekly sprints, submitted JIRA user stories, supported successful roll out of UI revamp

Chief Marketing Officer

FEB 2014 - FEB 2016

One Community Worldwide (*Distributor of health tech products*)

- Centralized source of marketing materials for all sales agents, updated latest product specifications and related studies
- Managed website via Wordpress and official WeChat account, crafted new product content, tracked in Google Analytics, boosted visitor frequency and click-through rates by over 50%

Marketing Executive

MAR 2008 - JUL 2013

Uniwell International (*Importer & distributor of automotive parts*)

- Developed and managed new customer account for projected sales of up to \$9M or more in different projects, secured first order from customer valued at \$700K
- Sourced over 30 new supplier relationships for new business unit, worked with sales office to deliver seasonal shipment on time, completed \$1M revenue in first year

EDUCATION

Hong Kong University of Science and Technology

Master of Science, Information Systems Management GPA: 3.7/4.0

SEP 2014 - DEC 2015

McGill University

Bachelor of Arts, Political Science and Psychology (Double Major)

SEP 2003 - MAY 2007

OTHER

Tools Used: Excel, Asana, JIRA, HTML, CSS, Photoshop, Wordpress, Mailchimp, G Suite, Slack

Languages: English, Chinese (Cantonese & Mandarin), basic French

Interests: Founder of Bridge BLDRS (D&I workshops), public speaker, startup advisor, venture pitch judge

Website: andreachan.com