

BESSIE CHU

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EXPERIENCE

GroupM New York, NY

Senior Manager, Global Product Management

Jan 2017-Present

- Lead two scrum teams on three continents consisting of 15 members as product owner. We successfully depreciated a legacy reporting platform, migrated billions of rows of data, and built a more extensible analytics platform that handles integrated tagging and reporting across multiple ad server data sources that unified multiple systems across GroupM to be compliant with GDPR
- Populating backlog and running two-week agile development sprints with on-shore and off-shore engineering teams
- Gathering requirements, defining user personas, managing dependencies, drawing wireframes, collaborating with engineering and business to scope new initiatives, and other day-to-day product lifecycle tasks for analytics solutions
- Building custom enablement and launching adoption cycle of partner solutions such as Google ADH into the GroupM ecosystem in a post GDPR-world, including providing key specifications for features such as account hierarchy to tie back billing across regions/currencies, self-service user enablement, and pre-canned analytical queries

GroupM New York, NY

Data Visualization Manager

August 2015-Jan 2017

- Met with CTO-level contacts within the GroupM agencies over a five-month steering committee to uncover visualization pain points in the M agencies, designed a twenty-five item criteria scorecard for evaluating enterprise-level visualization solutions, audited six vendors, discovered four core use causes through user interviews, and helped select three initial platforms for adoption for a new consolidated integrated agency visualization platform
- Built over twenty prototypes adapting layouts from d3.js and related libraries. Visualizations created include Bubble Charts, Sankey, Node Tree, Network, Chord Diagram, Scatterplot Matrixes, and Sunbursts
- Conceptualizing methodologies to visualize attribution model outputs from logistic regression and event-level ad server analysis, working with data scientists and client services end-to-end, drawing wireframes, pulling queries, and creating views that leverage explanatory and exploratory capabilities
- Creating and maintaining dashboards for our attribution practice using Tableau and D3.js for three clients and over thirty users including managing data refreshes from HP Vertica and user permissions
- Assisting in user testing and research of client-facing portals, advising teams on how to apply design best practices, and doing informal code reviews for visualizations in the organization
- Writing and maintaining style guides, best practices, and documentation on visualization methodologies for use by over a dozen members of the platforms team

USC Annenberg Innovation Lab Los Angeles, CA

Project Manager and Graduate Researcher

Feb 2014-June 2015

- Led creation of data collection methodology, execution, and product development in collaborative fan research project between the USC Annenberg Innovation Lab, IBM, and HAVAS Sports and Entertainment
- Managed five-person team of brand strategists and engineers that executed dozens of campaign story visualizations throughout FIFA 2014 World Cup and built a prototype dashboard powered by natural language processing and machine learning to categorize tweets based on

rules involving soccer and fan behavior and provide live-content recommendations for marketers

- Directed IBM's jStart team in creating client-facing web application using the Twitter Public API to extract tweets. Application was utilized by six HAVAS offices across EU, LATAM, and APAC to download nearly 9.6 million tweets of Twitter conversation data during the FIFA 2014 World Cup

Monster Worldwide San Francisco, CA

Media Strategist

January 2012-June 2013

- Designed online media campaigns with an average of six proposals a week that leveraged direct display buys, social media integration packages, and search engine marketing ads
- Engineered media proposals closed over 1.4 MM in revenue
- Partnered with over 40 account managers across the country to create custom media solutions for clients such as Amazon, Boeing, Disney, eBay, Kaiser Permanente, Google, Northrop Grumman, and Toyota and aligning those solutions with the overall strategies of the organizations

Red Bricks Media (Acquired by Geary LSF) San Francisco, CA

Campaign Operations Manager

October 2010-January 2012

- Planned, presented, and executed multi-channel online media campaigns for clients such as Telepictures (Anderson Cooper show launch), Bank of the West, Financial Times, Hearst Magazines, and Hitachi
- Coordinated agency-wide operations between San Francisco, New York, and Hong Kong among nine employees of paid media practice, managing a constant pipeline at least a dozen projects
- Negotiated dozens of media buys, driving down offering rates on average of over 40%
- Managed budgets for over 100k of spend monthly, bidding on a daily basis for Adwords, Bing, Facebook, and Twitter campaigns across over a half dozen clients

GoodGuide (Acquired by Underwriters Laboratories) San Francisco, CA

Product Data Specialist

October 2008-June 2010 (Promoted October 2009)

- Managed three outsourcing teams in India that extracted and normalized 2500-4000 records of data per month, including overseeing major three-month project for data replacement which succeeded in 20,000 records of new data acquisition
- Coordinated among different functional teams, such as engineering, ratings, science, and business development on gathering requirements and writing specifications for upcoming data projects
- Conducted research on brand and company hierarchies, mergers and acquisitions, global supply chain practices, and corporate social responsibility of consumer packaged goods companies with an emphasis on toys, personal care products, and food industries

EDUCATION

University of Southern California, Annenberg School

Master of Communication Management 2014

Specialization in New Communication Technologies and International Communication

Hackbright Academy

Intensive Software Engineering Bootcamp 2013

University of California, Davis

Bachelor of the Arts 2008

Triple Major: Asian American Studies, Chinese, and International Relations