

SOPHIA LEUNG

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PROFESSIONAL EXPERIENCE

Verizon (Hybrid) **Basking Ridge, NJ**
Senior Product Manager, Growth Dec 2023 – Present

- Manage growth strategy for Fios Internet by optimizing data analytics and consumer behavioral triggers.
- Develop and own vision and roadmap for Verizon Fios discovery and acquisition journey for web.
- Collaborate with other product owners, product marketing, designers, and engineers to deliver products to market.

Product Manager, Growth June 2023 – Dec 2023

- Grew mobile acquisitions by over \$8M by aligning technical and design teams to solve friction point for customers.
- Increase conversion rate by 6% in the first month of product launch by analyzing end-to-end customer flow to develop tactical device offers to customers.
- Define functional requirements to enable large-scale UX and platform updates within Verizon.

Product Manager Intern June 2022 – August 2022

- Consulted on redesign of the digital checkout journey; developed a data-driven benchmark to boost activations by 2%.
- Designed a roadmap to enable Product and Digital Sales to acquire 100K+ additional monthly conversions.
- Developed revenue growth strategy forecasting \$14M in year 1 to CFO, SVP of Product, and Director of Marketing.
- Built customer acquisition strategy for +play platform by conducting customer interviews, resulting in a projected acquisition of 12K annual prospective customers.

Domio, Inc. New York, NY

Textile Graphic Design Lead June 2019 – February 2020

- Developed UX for mobile app with product managers to enhance customers' ease of use and queue times by 70%.
- Defined prioritization of workflow projects based on real-time data to double the on-time completion rate.
- Led R&D and sourcing plans for wallpaper and furniture, cutting spending by 45% and lead times by 15%.

The Robert Allen Duralee Group New York, NY

Design Manager May 2017 – January 2019

- Owned the ideation, product development, design iterations, and go-to-market strategy for collections across 13 wallpaper and furniture categories to be launched in 27 showrooms.
- Increased revenue by \$2M in a year by successfully pitching collections to retail partners.
- Assessed quarterly sales to develop a new B2B program, generating 20% sales growth.

Design Assistant March 2015 – April 2017

- Launched the company's first textile recycling program and managed 18 associates in the initiative, resulting in a reduction of over 14,000 lbs. of textile waste.
- Managed projects and unblocked issues across 3 teams, improving completion time by 33%.
- Created training support documents for new designers and merchandisers to analyze SKUs effectively using PivotTable.

EDUCATION

Simon Business School, University of Rochester Rochester, NY
Master of Business Administration (A STEM Designated Program) May 2023

Concentrations: Product Management, Strategy, Pricing

- Fielding Leadership Fellow and Forté Fellow | GPA: 3.7 | Dean's List for 3 consecutive terms
- President of the Simon Product Management Club; Vice President of Women's Mentorship Program for Simon Forté

The Fashion Institute of Technology, State University of New York New York, NY
Associate of Applied Sciences, Textile/Surface Design May 2014

Hunter College, City University of New York New York, NY
Bachelor of Arts, Fine Art and Geography May 2010

ADDITIONAL INFORMATION

- **Certificates:** Certified Scrum Product Owner® by Scrum Alliance, IBM Design Thinking Practitioner.
- **Technical Skills:** R, SQL, Tableau, Google Analytics, Adobe Analytics, Adobe Creative Suite, A/B Testing, Figma.