



Angela R. Molina

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(310) 658 - 0094

EXPERIENCE

Digital Product Manager, Contractor, AT&T

Apr 2019 - Aug 2019

- Supported multiple projects for the launch of a new service/product, AT&T TV/Osprey,
- Conducted user-research and user-testing for AT&T TV's central testing team on web, mobile (iOS & Android), and OTT (Android / Fire TV / Roku / Samsung)
- Reported research recommendation and surfaced major functional blockers to the respective platform owner

Product Manager, Internet Brands

Aug 2017 - Apr 2019

- Maximizes display advertising revenue by implementing new products, features, and enhancements tailored to each business cases through rigorous A/B and user testing, user-centered design methodologies, and quantitative tools
- Owns all aspects of the product roadmap, strategy, and lifecycle—from ideation to post-launch insights and refinements—including product and feature prioritization, defining and executing the go-to-market strategy, maintaining the backlog, writing requirements, developing & managing personas, user stories and use cases
- Evangelizes the product vision and exerts influence by establishing deep trust through demonstrated extensive product knowledge while facilitating constructive discussion and introspection, ultimately helping drive the product strategy and foster a productive atmosphere
- Drives key insights by consistently communicating with customers, cross-functional teams (e.g., UI/UX Design, Legal, Sales, Engineering), internal and external partners, monitoring competitors and industry standards to help identify opportunities for user experience and revenue enhancements
- Proven track record at Internet Brands includes:
 - Increased engagement across all platforms (e.g., responsive web, native Android and iOS apps) after heading the feature optimization of Internet Brand's enterprise publishing software HYDRA, an internal data management and publishing platform used globally for coupon and deal sites

Product Marketing Manager, Internet Brands

Apr 2015 - Jul 2017

- Designed digital and print assets for both B2B and consumer publication direct sales material including media kits, pamphlets, one-sheets, and co-sponsored event materials

Ad Operations Specialist, Internet Brands

Dec 2013 - Apr 2015

- Performed complex ad trafficking and analysis using Google Ad Manager, Admob, and DSM ad servers for campaigns running on 300+ websites

EDUCATION

Bachelor of Fine Arts, Communication Art, Major in Advertising Design

2010 - 2012

Otis College of Art And Design, Los Angeles, CA

Associate of Arts in Art,

2006 - 2009

Irvine Valley College, Irvine, CA

TOOLS, SKILLS & MORE

Proficient in:	A/B Testing	HTML/ CSS	Familiar with:	Hobbies:	Organizations:
Agile/Scrum	Google Analytics	Prototyping	JavaScript/HTML	Adventure Travel	Hack For LA
Adobe Suite CC	Design Thinking	Roadmap mgmt	PHP/ MySQL	Soccer/Softball	Eco Dive Club