

Olha Karaiman

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EDUCATION

THE JOHNS HOPKINS UNIVERSITY

Sep 2020-Dec 2021

MS in Engineering Management & Computer Science

GPA: 3.9

Courses: Business Strategy for Innovation and Growth, International Consulting,

Innovation and Business Design, Human-Computer Interaction (HCI)

KYIV-MOHYLA ACADEMY

Sept 2015 – May 2019

BS Software Engineering

GPA: 3.6

EXPERIENCE

PRODUCT MANAGER - Marketplaces | FANATICS

Feb 2022-Present

- Driving tech roadmap and prioritization for the \$55m e-commerce partnership by estimating feature impact, technical capabilities and resource availability
- Optimizing end-to-end CX for marketplace products on 600+ cloud commerce sites including product rankings, shipping efficiency and analytics by leading external and internal feature/process improvements
- Leading buy-online pick-up in-store feature design by collaborating with engineering, design and business stakeholders to evaluate technical feasibility and define success metrics

PRODUCT MANAGER INTERN | FANATICS

June 2021-Aug 2021

- Designed product requirements for packing software for 400 users across 20 countries; communicated vision and product requirements to senior leadership
- Spearheaded cross-functional collaboration process across 8 teams in order to deliver MVP in a 6-week timeline, saving Fanatics \$0.5M/quarter

BUSINESS STRATEGY CONSULTANT | DANFOSS

Sep 2020-Dec 2020

- Led a team of 8 students to develop, test, and validate the UI/UX of a customer-facing HVAC design and simulation software
- Analyzed 17+ design engineers' interviews and presented growth strategies to increase the \$540M Rooftop Unit market share

DIGITAL PROJECT MANAGER | HAYMARKET MEDIA

Nov 2019-Aug 2020

- Launched 10+ projects by leading an agile development team of 20 people delivering hyper-targeted digital marketing campaigns for pharmaceutical companies
- Identified standardization opportunity for campaign and asset creation, which decreased development hours by 50% by defining requirements for a WordPress theme

LEADERSHIP

HEAD TEACHING ASSISTANT | Strategies for Innovation and Growth | JHU

Aug 2021-Dec 2021

- Led a team of 6 Teaching Assistants to facilitate classes and 16 consulting projects for 65 students by managing weekly meetings, work schedules and responsibilities

TEACHING ASSISTANT | Social Entrepreneurship | JHU

Aug 2020-May 2021

- Mentored 4 teams to develop social ventures within the scope of UN Sustainability goals

PROJECTS

TA Hours iOS App

- Wireframing, Product Development

Clueless Web Game

- Web Development, Python

PregnancyKit (Startup proposal)

- User Research, Lean Canvassing

Ambulatory Scheduling

- Data Analysis, Process Optimization