

TYRESE THOMAS

tyreseothomas@gmail.com | tyresethomas.github.io

EXPERIENCE

Shopify, Associate Product Manager

May 2022 - Present

- Led internal tooling integrations with Shopify Payments, Capital, & Installments to build a view of merchant's activity across Shopify Money products for fraud & risk mitigation; \$10m fraud reduction
- Developed & executed migration plan from 3P to 1P customer data platform for \$1M in annual savings; Collaborated with ENG & DS to create platform tech design & model ingestion data
- Contributed to codebase to enhance delivery speed and shield engineers from operational requests
- Conducted QA for a platform feature that enabled definitions for arbitrary profiles from an email address
- Led weekly stakeholder check-ins, bi-weekly roadmap reviews, and cross-org quarterly planning across marketing, DS, ENG, and Product stakeholders to manage dependencies and backlog
- Aligned team on long term UX vision by conducting user research, scoping workflow requirements, and building & proposing short to long term wireframe designs
- Eliminated low impact marketing programs and built their audience definitions via SQL to enhance segmentation performance and campaign personalization while meeting our accelerated timelines

Google, Associate Product Marketing Manager

Jun 2021 - Aug 2021

- Constructed and pitched positioning, & design for public transport accessibility feature to Maps and Brand Studio; 15% increase in sales
- Generated research & insights reports with Google Analytics on disability product usage & sentiments to inform GTM strategy and disability messaging; 230% projected increase in user adoption

Goldman Sachs, Global Markets Analyst

May 2020 - Aug 2020

- Collaborated with Investment Research to develop model for client portfolio performance given certain market assumptions; 30% improvement in equities returns
- Developed a long-investment pitch for Shopify including a financial model, an analysis of its operational structure, and the trajectory of the e-commerce market for institutional client portfolios

BrandVerge, Business Development & Strategy Associate

Jan 2018 - Jun 2019

- Managed media and advertising clients on 1P partnership platform; 73% uptick in partner engagement
- Created data decks with Mode on platform engagement, user uptake, and lead time

PROJECTS

Emerging Venture Capital Association, FinTech & Impact Fellow

Jan 2021 - May 2022

- Built research reports on FinTech and Impact industry verticals to drive investor early-mid investment discovery

EDUCATION

Columbia University, New York City BA | Sociology, East Asian Studies, Business Management

Relevant Courses: Marketing Management, Methods of Social Research, Accessible Interfaces, Statistics, Java, Tech & US Politics, Global Surveillance Systems

ORGANIZATIONS

Columbia Black Pre-Professional Society, Chief Marketing and Development Officer

Aug 2019 - Present

- Lead mentorship pairing, company info sessions, and site visits for the community
- Create social media campaigns, increased engagement 40% across all platforms

Columbia Organization of Rising Entrepreneurs, CORE Elevate Lead

Sep 2018 - Present

- Generated external funding to partner with founders and startups on campus
- Created Black Innovation Fund, raised \$8k for Black-owned startups in West Harlem

SKILLS

Language: Native English, Proficient Mandarin Chinese

Technical: SQL, JS, CSS, HTML, Adobe Creative Suite, HTML, Excel, BigTable, Kafka, Git

Design: Figma, UX/UI Design, Digital Design, Accessible Design, Photography, Fashion