Zareena Anwar
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Experience

Western Digital *(acquired Upthere)*
Product Manager   (Jan 2018-present)

- Led software applications integration of two major applications, each with over a million active users across mobile and desktop.
- Responsible for overall product vision and roadmap
- Partnered with design, research, engineering and other stakeholders to understand how we can consolidate apps across the company and was sole lead creating and implementing a design guide as a solution to save design and engineering time.
- Created a marketing campaign including emails for a mobile (iOS/Android) photo cloud manager with over 30k users, *ibi*.
- Developed a new program to assign high priority to logged errors older than 3 days, resulting in an increase in the rate of error fixing by 50% for mobile application
- Led end-to-end user testing to determine MVP features for Skyline, .
- Collaborated with engineering and design to plan, build, and launch features; facilitate communication, organization, and task management from concept through launch
- Solely managed and led agile sprints for the company's design team including maintenance of backlog, sprint commits and hand off meetings.
- Identified pricing, billing, and payments options for the company's first cloud application.
- Trained engineering and staff on productivity tools such as Jira, Notion, and aHa.

Upthere (stealth)
Associate Product Management   (Apr 2015-Jan 2018)

- Met weekly with company execs and stakeholders to align on company goals and high-level requirements
- Worked closely with engineering leads to break down requirements into features and milestones
- Managed incoming Jira defects and priorities for engineering teams
- Responsible for weekly user testing; noteworthy feedback and defects added to next Sprint's backlog
- Conducted user interviews to increase retention rates

Customer Success (Dec 2013-April 2015)

- Initiated and ran the customer success department after successful product launch
- Interviewed and spoke to users on a weekly basis to interpret challenges and bug fixes
- Lead support and trained individuals to answer support tickets as well as customized canned responses
- Created and assigned tickets in jira to help track bugs and follow up with engineering on a weekly basis
- Created a retention program through customer support and reached out to over 100 people with a 45% retention rate.

Palantir Technologies

Technical Sourcer *(July 2012- June 2013)*

- Manage incoming applicant queue via ATS
- Conduct Boolean and LinkedIn searches to find prospective candidates.
- Partner with hiring managers and recruiters to define technical roles
- Build job descriptions and develop posting strategies for maximum exposure
- Develop, implement, and manage tactical sourcing strategies for technical positions
- Completed 83% of hiring goal for the year 2013
- Placed more than 80% of team
- Automated export of candidate information

Education

California State University, Sacramento-*M.S. degree*

Volunteer Work

- **(2012-2018)** Coordinator- Successfully coordinated over 25 weddings working with over 20 vendors at a time. Worked with city officials for permits.
- **(2013-present)** Event Director- Core team member of *Human Development Foundation*, coordinated with over 15 vendors to help facilitate annual fundraising events with over 650 attendees. Including marketing, social media outreach, silent auction, volunteer supervision.
- **(2015)** Event Director- Hosted Perfect Muslim Wedding Fair, coordinated with city officials for permits, signed and coordinated over 30 vendors to participate, led team of over 45 volunteers on day of event. Coordinated support for over 200 paid attendees.