

XIAOMANYU (MAX) ZHANG

Product Manager | Growth, Marketing & Analytics

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PROFILE

Product builder, marketer, and analyst experienced in taking platforms, workflows, campaigns, and audience strategies from discovery through launch and iteration. Combines customer research and behavioral insight with product strategy, analytics, experimentation, positioning, and cross-functional execution across healthcare, SaaS, e-commerce, and consumer brands.

CORE SKILLS

Product: Customer discovery, product strategy, roadmaps, PRDs, prototyping, backlog prioritization, instrumentation, launches, agile delivery

Growth and marketing: Positioning, audience segmentation, lifecycle and funnel optimization, campaign strategy, e-commerce, content and community growth

Analytics and tools: SQL, Python, R, Excel, Tableau, GA4, Figma, HubSpot; KPI dashboards, A/B testing, forecasting, data visualization, AI-assisted workflows

EXPERIENCE

Product Marketing Analyst | Zillion Group Partyeight.com

Mar 2026 - Present

- Analyze customer behavior, traffic, sales, and ROI across Etsy, Amazon, and Shopify; translate findings into pricing, promotion, inventory, and customer-journey recommendations.
- Built a GA4 performance dashboard and introduced HubSpot automation, modernizing fragmented spreadsheet-based reporting and customer workflows.
- Develop seasonal demand forecasts and communicate clear performance insights, risks, and opportunities to leadership.

Product Manager | Vibrant Wellness

May 2025 - Dec 2025

- Owned discovery, user research, PRDs, prototypes, roadmap, backlog, instrumentation, and delivery for provider-facing healthcare SaaS products and internal tools.
- Partnered with engineering, design, data, laboratory, and operations teams to resolve tradeoffs, coordinate releases, and improve complex provider and operational workflows.
- Used behavioral analysis and A/B experimentation to ship changes associated with a 20-25% lift in reorder initiation and 15% lift in repeat engagement.
- Launched a self-service configuration platform that reduced setup time from approximately one month to one week and recurring coordination by roughly 50%.

Marketing Manager Part time | 1Thing.ORG

May 2024 - May 2025

- Helped shape a rebrand and website-rebuild direction through audience positioning, brand voice, visual direction, and cross-functional coordination.
- Founded the 1 Thing Story editorial series and built the organization's Instagram presence from scratch, translating community research into accessible storytelling.
- Built KPI reporting and led growth experiments that improved blended engagement, click-through, and completed actions by approximately 20%.

Market Research Analyst Intern | WowRobee

Oct 2023 - Feb 2024

- Used SQL and Tableau to analyze multi-channel marketing data and pair quantitative insights with market research for product and go-to-market decisions.

Business Analyst Intern | Lions Financial

May 2023 - Jul 2023

- Evaluated early-stage companies through product, market, competitive, and financial analysis to support investment decision-making.

Consumer Insights & Brand Strategy Analyst Intern | Beats by Dre

Jul 2022 - Sep 2022

- Designed survey research and analyzed results in R and Tableau to develop segmentation, positioning, and social-strategy recommendations presented to stakeholders.

Market Analyst Intern | Deloitte

Jul 2021 - Oct 2021

- Analyzed 50+ consumer brands and synthesized industry trends, revenue data, and consumer profiles into executive-ready insights and a published white paper.

SELECTED PROJECTS

- Duke and TechTarget capstone: joined 15+ source tables into a 2.66M-row, 76-feature behavioral dataset; identified four customer segments and translated findings into lifecycle recommendations.
- Independent creator: grew a Bilibili gaming channel by approximately 30,000 followers in three months through audience insight, consistent publishing, collaboration, and community engagement.

EDUCATION & LANGUAGES

Duke University Fuqua School of Business | M.S. Quantitative Management, Business Analytics, 2024

New York University | B.A. Psychology, Studio Art minor, 2023 | Dean's List 2021 and 2022

Languages: English (fluent), Mandarin Chinese (native)