

# RYAN HUM

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## SUMMARY OF QUALIFICATIONS

As a Product Manager, I help set the strategy and roadmap of internet products within an Agile (Scrum/Kanban) environment. My experience includes leading a cross-functional team of front-end and MySQL/PHP back-end developers, UI/UX designers and SEO specialists. I prefer using a Minimal Viable Product (MVP) approach, analyzing data and feedback to understand which features to further develop and improve the product. This is where I refined my Product Manager and Analysis skills, to use data to help make informed product decisions, increase search engine traffic and improve processes.

## EXPERIENCE

PRODUCT MANAGER (SCRUM PRODUCT OWNER), Mindgeek -- October 2010 to Present

- Lead content surfacing algorithm design to promote the best content; to improve SEO, user experience, and retention. Example : Top Rated page saw a **+16%** pageview increase, **26%** improvement in bounce rates, and a **15%** improvement in exit rates
- Develop concepts, designs and lead the implementation of social networking and gamification features to increase user to user Followers by **+441%**
- Design a comment surfacing system to increase Comment Likes by **+170%**
- Manage and design social engagement features to increase commenting by **+141%**
- Lead the UI/UX design and prioritize site speed initiatives to improve mobile web site load times by **38%** and desktop web site load times by **54%**
- Coach and improve team productivity by **+35%**, as measured by JIRA task throughput
- Define product requirements based on research, customer feedback, business goals, prototypes, product feature iterations and logical thinking
- Refine software development processes, prioritize product backlog for maximum value to deliver products on target and in line with the product strategy and vision
- Stay up-to-date with UI/UX design and SEO trends and apply them to the website
- Perform deep dive analysis on the impact of marketing campaigns (promotions), new enhancements, user behaviour and to identify pain points and provide suggestions to improve site experience and conversions

CO-FOUNDER, Stayhomesearch.com -- February 2014 to Present

- Deliver a fully responsive property management real estate website for mobile, tablet and desktop platforms
- Improve site experience and conversions by investigating session recordings (Mouseflow), and validating with Google Analytics (GA) results
- Implement tags using Google Tag Manager (GTM) to ensure best practices for analytical/reporting purposes and A/B tests (Optimizely) for conversion optimization
- Monitor and analyze SEO metrics with Google Webmaster Tools and Google Analytics
- Develop on-page SEO strategy, including, title tags, header tags and body content
- Implement off-page SEO techniques, including backlinks and network sites

SEO/PRODUCT MANAGER/GROWTH HACKER, Ytria Inc. -- November 2003 to October 2010

- Increase search engine traffic by dramatically improving Google SERP rank, from a rank of ~#500, to rank **#1** for important relevant keywords
- Increase online leads **+100%** and company revenues by **+400%** through SEO, social media, web site management, UX, and marketing
- Grow social media accounts to gain a following larger than competitors 20 times our size

WEB DEVELOPER / OPERATIONS (Part-time), Ericsson Canada -- June 2000 to August 2001

- Direct audit preparation (approximately 20 employees) to pass ISO 9001 standard
- Web portal successfully completed ~2 weeks before deadline

### **CERTIFICATIONS/COURSE WORK**

- Scrum.org Professional Scrum Master – PSM I (2013)
- Negotiation Workshop 1 and 2 (2013)
- MECLABS Optimization Summit Training (2012)

### **SKILLS**

- Product Management
- Agile Software Development: Scrum Product Owner, Scrum Master (PSM I), Kanban
- Web: HTML, CSS, Javascript, Wordpress
- SEO and Web Analytics: Google Analytics, Google Search Console, SimilarWeb
- Tools: Invision (Prototyping), CrazyEgg (Heat Maps), Mouseflow (Session Recordings), Optimizely (A/B Testing), Google Tag Manager (Tagging)
- Workplace Productivity: Microsoft Office, JIRA, Confluence
- Social Media: Facebook, Twitter, Tumblr, Instagram, Pinterest, LinkedIn

### **EDUCATION**

CONCORDIA UNIVERSITY, Montréal, Qc. -- 1999 to 2003

Bachelor's Degree of Engineering (BEng) - Major: Electrical Engineering

- Programming Methodology I: JAVA (Grade: A-)
- Programming Methodology II: C++ (Grade: A-)
- Software Process: UML, JAVA, Rational Rose (Grade: A-)

DAWSON COLLEGE, Montréal, Qc. -- 1996 to 1998

- Honour Graduate: Diplôme d'études collégiales (DEC) - Pure and Applied Sciences
- Computer Science (Visual Basic, C, COBOL)

### **LANGUAGES**

- English, French

### **INTERESTS**

- Data Science, Machine Learning, Real Estate (Property Management and Construction)

### **REFERENCES**

- Available upon request