

Julia Sifferlen

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WORK EXPERIENCE

- DoorDash** – Senior Associate, Growth Strategy & Operations, *New York NY* March 2024 - Present
- Lead go-to-market strategy for DashMart's (DoorDash first party grocery service) holiday campaigns including promotions, product experiments, assortment strategies, CRM flows, and post-campaign consumer analysis
 - Lead cross-functional work streams with supply chain, engineering, marketing, design, and finance teams to align on holiday campaign vision, strategy, and roadmap for all 24 holidays each calendar year
 - Prepare and deliver monthly technical presentations to senior leadership, securing buy-in for GTM strategies through data
 - Manage and mentor a direct report, providing regular feedback and setting measurable performance goals
- DoorDash** – Associate, Growth Strategy & Operations, *New York, NY* Jul. 2022 - March 2024
- Utilized consumer insights to ship a new strategy for winter holidays leading to +92.5% volume growth year over year
 - Manage \$3M of promotional budget and 30% of order volume for DashMart across 10M monthly active users in P&L
- BestReviews** – Product Management Graduate Intern, *San Francisco, CA* Mar. 2022 - June 2022
- Built a consumer feature roadmap through user research, stakeholder interviews, and competitive analysis
 - Drove product development for a new personalized search function, working closely with engineering and design teams to create user-centric solutions to increase engagement and retention
 - Received a full-time offer as a Product Manager focused on consumer insights upon completion of internship
- Pence Media Group** – Marketing & Communications Strategist, *Indianapolis, IN* Sep. 2020 - June 2022
- Strategize, design, and manage clients' social media accounts and websites during product or brand launches
- Innovative** – Content Marketing Strategist, *Indianapolis, IN* May 2020 - June 2021
- Designed social media posts, wrote copy, and presented design briefs to increase the Instagram followers of client by 135%
 - Pitched and executed various multimedia campaigns and brand strategies to meet client goals
- The Tonight Show Starring Jimmy Fallon** – Production Intern, *New York, NY* May 2019 – Aug 2019
- Supported show's operations by completing research projects and pitching human interest stories to writers

EDUCATION

Northwestern University, *Chicago, IL*

Master of Science in Journalism Technology: Media Innovation & Content Strategy

DePauw University, *Greencastle, IN*

Bachelor of Arts in Communication (minor in Music, minor in Psychology), Summa Cum Laude, 3.92 GPA

RELEVANT COURSEWORK

Digital and Tech Product Management (Northwestern)

- Collaborated with cross-functional student team to develop and execute a product launch plan for a new app for runners
- Managed the iterative product discovery process with a customer-centric approach to prototype a MVP
- Assessed and designed a business model that will optimize revenues and profitability of product over its life cycle

Digital UX Design (Northwestern)

- Designed a clickable prototype on Figma for a new notation/songwriting app validated by tested user needs
- Created wireframes, concept test, storyboard, and continuously iterate product deliverables based on feedback

Knight Lab Studio (Northwestern)

- Led a team of engineering students to develop an online journalism research tool using an API and census data
- Created the 10-week product roadmap, design mockups, conduct user testing, and communicate between team members

VOLUNTEER POSITIONS

Musicians on Call: Organize, facilitate, and assist in musical performances for hospital patients across NYC

American Foundation for Suicide Prevention: Serve on Communications committee and Fundraising committee for AFSP

SKILLS

SQL, Figma, Jira, Tableau, Sigma, CRM, Confluence, Basic HTML & CSS, Adobe Suite, Canva, Microsoft Suite