

Yanting 'Tina' Feng

Client Experience & Product leader with 10+ years in digital strategy, customer journey optimization, and data-driven decision-making.

EXPERIENCE

Membership Manager • Soho House Toronto

Nov 2023 – Sep 2024, Toronto, ON

- Led membership acquisition efforts and developed a KPI tracker to measure performance of the Membership Committee and refine engagement strategies.
- Leveraged Salesforce data to track membership engagement trends and tailored outreach initiatives, leading to a 20% increase in membership retention.
- Streamlined member event booking process and cross-team coordination, improving efficiency and reducing event no-show rates by 60%.
- Elevated member experience through personalized engagement and proactive feedback resolution.

Communications Officer • .ART Domains

May 2022 – Sep 2023, New York, NY

- Executed digital acquisition strategies, leveraging targeted outreach and partnerships to expand adoption of .ART's services among artists, institutions, and businesses.
- Conducted user research and data analysis to enhance digital customer experiences on the ID.ART platform through UX/UI and feature improvements.
- Owned the launch for .ART Ethereum Name Service (protocol.art), developing roadmaps, authoring technical documentation, and executing media campaigns.
- Launched the Ambassador Program and Art Therapy Initiative, creating workflows, onboarding ambassadors, and designing dedicated landing pages.
- Partnered with engineering and design teams to optimize the checkout experience on get.art, reducing shopping cart abandonment rates.

Office Operations Manager • AscendEX Exchange

Apr 2021 – May 2022, New York, NY

- Led internal process automation initiatives, streamlining cross-functional workflows across HR, engineering, compliance, finance, and the executive office.
- Managed procurement and integration of enterprise software solutions to enhance efficiency and cyber security for the fintech operations.
- Directed an office relocation project with a \$500,000+ budget using Kanban methodologies, overseeing infrastructure setup and IT integration.

PR & Marketing Manager • Allegravita PR

Jan 2017 – Apr 2021, New York, NY

- Managed global strategic go-to-market campaigns for domain registries (e.g., .shop, .cloud, .CO), aligning product features with market needs and building channel relationships with global ISPs (e.g., GoDaddy, AliCloud, GMO).
- Delivered websites, social media activations, and partner platforms to optimize client acquisition funnel and simplify the domain registration process for first-time users.
- Oversaw data analytics and performance tracking for client digital touch points, and customized insight reports to enable data-driven decision making.
- Showcased high-profile domain adopters in case studies, leveraging storytelling to increase conversions.

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SKILLS

Data Analytics & Insights: Salesforce, Google Analytics, Excel, SQL

Digital Transformation & Strategy: Customer Journey Mapping, Client Experience Optimization

Product & Project Management: Jira, Roadmap Planning, Business Case Development, OKR Tracking

Technical Development: JavaScript, React Native, Node.js, RESTful APIs, Figma, Adobe Creative Cloud

PROJECTS

S3NSYN | Product Owner

Dec 2024

Led the development of a habit-tracking web app, designing intuitive workflows for goal setting and progress tracking.

InStock | Lead Developer

Nov 2024

Built a full-stack scalable inventory management system, collaborating with an Agile team on Jira, React, and MySQL.

EDUCATION

BrainStation

Diploma, Software Engineer

Sep 2024 - Dec 2024

Toronto, ON

Penn State University

B.A. in Public Relations, Art History

Aug 2012 - May 2016

State College, PA

LANGUAGES

English, Mandarin, Cantonese