

Avery L, MBA | CSPO

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Website for Product Management Portfolio: www.averylipm.ca

SUMMARY

Highly user-centered B2C product manager with 3+ years' experience in EdTech & 2+ years' experience in E-commerce

EDUCATION

Schulich School of Business, York University, Toronto, Canada 2023

Master's Degree in Business Administration

- Marketing and Communication Portfolio Representative of Graduate Business Council at Schulich business school

Wuhan University, Wuhan, China 2018

Bachelor's Degree of Management in Marketing

EXPERIENCE

Business Owner 2023.3-Present
Hippupy.ca (DTC e-commerce platform) Toronto, Canada

- Founded and lead a DTC retail brand, owning end-to-end product strategy—from market research and product development to launch and growth—for the Canadian and U.S. markets
- Built the e-commerce platform from 0 to 1, including product roadmap planning, feature optimization, and continuous site iteration to improve user experience and drive conversion
- Coordinated product development with international supply chain partners, launching 60+ original SKUs tailored to target customer segments
- Executed go-to-market plans with region-specific campaigns, influencer partnerships, and targeted content—boosting referral traffic by 20% and new visitor traffic by 10%
- Developed marketing messaging and automated email flows using Klaviyo; created SEO-optimized blog content to support long-tail discovery and improve organic traffic

Product Manager, Growth 2019.12-2021.9
Yuanfudao Edtech. Corporate (biggest EdTech unicorn in China) Beijing, China

Achievements

- Designed and deployed 10 features using user growth strategy that acquired 0.5 million users in 6 months with 30% cost reduction
- Launched 3 products with go-to-market strategies that increase user engagement by a referral program, increasing new user adoption by 26%
- Build an AI driven K-12 Learning app from 0 to 1, serving over 1.5 million users across 400+ cities nationwide

Responsibilities

- Identified gaps and growth opportunities of AI products by analyzing consumer behavior & needs, market trends, and competitor strategies
- Collaborated with cross-functional teams to align product priorities; created detailed product requirements and led a product backlog for engineering and design teams
- Defined and tracked key performance metrics and KPI for products, and used data to drive continuous improvement

Associate Product Manager 2018.6-2019.12
Tal Education Group (NYSE: TAL) | biggest e-learning solution provider in China Beijing, China

Achievements

- Interviewed 500+ B2C customers, resulting 1 MVP for an English-teaching App and 100+ product enhancements
- Wrote 30 best practice playbooks for education App products, 10 FAQ, and 15 troubleshooting documents to improve customer lifetime value to 10% of a mobile App
- Executed A/B test and identified bottlenecks for a seamless user experience, enhancing user retention rate by 4%

Responsibilities

- Conducted voice-of-customer surveys and interviews to identify pain points and friction in customer journey
- Integrate company strategy, qualitative research, and quantitative analysis into product requirements to deliver innovative, differentiated user experience
- Provided product training and support to sales and marketing teams in creating pricing strategy, marketing messaging, and educating customers

SKILLS & CERTIFICATE

Product analytics tools (eg. Fullstory / Mixpanel) & requirements software (eg. JIRA /Monday.com)

SQL/Python/Microsoft Power BI

Ballet Dancer (preparing for RAD Certificate)