

# Maya N. Brooks

Email: maya.n.brooks@gmail.com | Mobile: (630) 470-7244 | Website: http://mayanbrooks.com | Github: @mayanbrooks

**Objective:** Creative, data-driven professional with strong analytical, technical, communication, and leadership skills seeking a transition into a Product Management role.

---

## Skills

- Market & Consumer Research
- Go-to-Market Strategy
- Wireframing/Prototyping
- HTML5/CSS3
- JavaScript/JQuery
- Google Analytics & Adwords
- Project Management- JIRA, Asana
- MS Excel (Pivot Tables, VLOOKUP)
- Financial Analysis/Modeling/Forecasting

---

## Experience

### Business Associate/Techstars

SEPTEMBER 2018- PRESENT

- Create Strategy for go-to-market launch & release of a new mobile app feature on Product Hunt
- Develop Content Strategy and Digital Marketing Roadmap for early stage product to drive user signups

### Founder & CEO/ COFFEE & CODED LLC

MARCH 2018- PRESENT

An educational event series created to inspire women #trytech through courses in code, design, and entrepreneurship.

**Responsibilities:** Marketing, Program Design & Management, E-Commerce Operations, Web Development, Product & Project Management

**Accomplishments:** Over 200 women served, Launched Kickstarter Campaign (Sep - 130% Funded), Launched Apparel & Merchandise Line (Nov)

**Website:** [www.coffeeandcoded.com](http://www.coffeeandcoded.com)

### Product Associate/ Swaggle

MAY 2018- AUG 2018

- Develop go-to-market product strategy & marketing tactics for social media (Facebook, Instagram)
- Design and Lead Production for Facebook and Instagram static and video ads
- Create user personas to refine target market, driven by data insights from Google Analytics and Adwords
- Developed financial model to direct \$10,000 marketing budget, track customer acquisition spend and revenue

### Commercial Banker, Associate / JPMorgan Chase & Co., New York

FEBRUARY 2018 – APRIL 2018

Healthcare, Higher Education, Non-profit

- Co-managed 40 client accounts using CRM and pipeline management tools; Deepen customer relationships and client communication via a dedicated, hands-on, integrated approach
- Supported active sales and calling effort, which drove a 12% increase in total revenue for the team year over year
- Defined and executed market strategy designed to penetrate 3 new regions and acquire new business and exceed KPIs
- Consulted with clients and recommended products to maximize business efficiency and revenue for clients and the firm

### Commercial Bank Analyst / JPMorgan Chase & Co., New York

JUNE 2015 – JANUARY 2018

Government, Healthcare, Higher Education, Non-profit

- Analyzed financials and industry metrics to recommend the approval of extensions of the bank's credit products to management; Respond to credit and procurement driven RFPs for transactions ranging from \$25MM-\$250MM
- Managed and identified credit, firm-wide, legal, and regulatory risk to protect the business as well as clients
- Delegate workflow on cross-team & internal projects to ensure timely production

---

## Activities

### Lead Instructor / General Assembly

Lead Instructor for 2-hour Intro to Code workshop.

### Web Developer/ Freelance, Self-Employed

Worked with NodeJS, Git, JS Frameworks, and APIs to build custom responsive websites and single page applications.

---

## Education

### Bachelor of Arts, Economics (with honors) / New York University, NY

MAY 2015

Minor: Business Studies (Stern School of Business)

Awards: Dean's Honors List (2012), Founder's Day Award (2015)

---

## Training & Certification

 JavaScript Development / General Assembly

 Google Analytics Individual Qualification / Google

 Front-End Web Development / General Assembly

 Python Data Structures / University of Michigan via Coursera