

# Sharzil Hussain

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## EDUCATION

### University of California, Los Angeles (UCLA)

**December 2019**

Bachelor of Arts, Anthropology; Minor Entrepreneurship

## PROFESSIONAL EXPERIENCE

### Disney – Parks, Experiences & Products | Glendale, CA

**January 2020 - April 2020**

#### Product Management Intern

- Attended scrums with cross-functional teams (software engineers, designers, marketing) to develop roadmaps and remove roadblocks for the Play Disney Parks app (750,000 monthly users)
- Translated consumer insights into clearly defined user stories and business requirements.
- Managed features/defects JIRA backlog, validated product QA testing, worked with design to build wireframes, and collaborated with engineering to ensure technical execution of projects.
- Guided product launches from conception to release along with monitoring post-launch ROI metrics, KPIs, product performance & user feedback.

### FOX Sports | Century City, CA

**October 2018 - December 2018**

#### Product Development Intern

- Planned and prioritized agile sprints to guide features through development for the FOX Sports mobile app, FOX Sports GO streaming app, and FOX Sports VR (iOS and Android).
- Researched industry trends, user experience studies, and competitors to drive UX improvements regarding content for NBA, MLB, NFL, NCAA, and virtual reality experiences.
- Analyzed content performance, evaluated bugs, & communicated insights into the roadmap.

### AEG | Los Angeles, CA

**September 2019 - December 2019**

#### Social Media Data Analyst Intern

- Created analytics dashboards using social listening data to provide insights about audiences, music artists, genres, and brands to increase engagement on Twitter, Facebook, and Instagram.
- Designed and produced content used in marketing campaigns for large concert venues, such as social media posts, emails, and blog articles.

### Sneakertopia | Los Angeles, CA

**July 2019 - December 2019**

#### Digital Marketing Intern

- Provided pricing analysis for product inventory in an interactive pop-up museum experience.
- Designed and produced blog & email content used for marketing and audience engagement.
- Initiated outreach to build partnerships with key industry influencers, designers, and retail stores through cold-calls, social media, and in-person sales pitches.

### Belkin International | Playa Vista, CA

**June 2018 - August 2018**

#### Product Management Intern

- Developed product requirements, business case plans, user stories, and sales presentations for iPhone/Smartphone consumer electronics products.
- Performed market research and influenced product strategy through collecting customer feedback and analysis to track trends, pricing strategies, and emerging technologies.

## LEADERSHIP EXPERIENCE

### • Player-Coach for North Hollywood Youth Basketball Team

**June 2014 - August 2016**

## SKILLS

Research, PowerPoint Abilities, Interpersonal, Slack, Adobe Photoshop, SDLC, Microsoft Office, G Suite, Excel, Scrum, JIRA, Project Management, Sprinklr, Video Editing, Keynote, Confluence Documentation. Problem-Solving