

# KATIE GOLDSTEIN

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## WE EDUCATION

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### Dartmouth College, Hanover, NH

*Bachelor of Arts, Double Major in Computer Science and Hispanic Studies*

*Honors: Citation of Academic Merit, High Honors in Computer Science, Hispanic Novel Prize, Magna Cum Laude, Phi Beta Kappa*  
*Foreign Study Abroad: Madrid, Spain, focus on Literature and Art History*

**Jun. 2020**

**GPA 3.87/4.00**

**Sep. 2017 – Dec. 2017**

### Tuck School of Business, Dartmouth College, Hanover, NH

*Summary: Participated in a highly selective, intensive 3-week undergraduate business program focusing in accounting, corporate finance, managerial economics, marketing, strategy, and entrepreneurship; completed discounted cash flow analysis of Vail Resorts*

**Dec. 2018**

### Crystal Springs Uplands School, Hillsborough, CA

*High School Diploma*

**Jun. 2016**

**ACT 35 (36 R / 35 E / 35 S / 33 M)**

## EXPERIENCE

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### Microsoft, Seattle, WA

*Product Manager 2, Bing – Web Experiences (WebXT) – Search & Distribution Growth*

**Sep. 2020 – Present**

*Aug. 2021 – Present*

- Driving new features in Start, Search, and Edge across Windows 10 and 11 to delight customers and grow Bing DAU + revenue by \$XX M in Windows: Experiments and upsells in Edge Address bar and Search, Widgets notifications, Get Started Recommended sites and apps; partnering with Windows + content teams to drive design, engineering, user research, A/B testing, and WW rollout
- Own baseline experience and navigation for new Search feature Search highlights from 0 through post-launch; responsible AI lead
- Collaborated with WebXT + Windows design, PM, and eng. to bring typeable Searchbox to Windows 11 desktop and taskbar
- WebXT allyship group lead & workshop facilitator, 2x WebXT Give Champion, Dartmouth @Microsoft founder, mentor to 4

*Product Manager, Customer Success Engineering – Amplify – RAVE (internal M365 support platform)* **Sep. 2020 – Aug. 2021**

- Sole RAVE PM on first-ever paid support integration pilot; launched app in a third-party app store; led internal compliance, procurement, and paid offering model workstreams; coordinate adoption and communication for 20 enterprise pilot customers
- Led north star redesign of support agent feedback system; optimized and launched 5 new support case routing rules
- 14x feature lead; increased commercial agent satisfaction by 2% all-up alongside engineering, operations, and partner teams
- Created team processes for customer-driven on-call process, daily user feedback summaries, compete analysis, and an operational feature health dashboard; refreshed onboarding wiki via 20+ internal articles and 2 OKR slides for monthly reporting to leadership

### The Walt Disney Company, Glendale, CA

*Digital Innovation (DI) Intern, Disney Parks, Experiences, and Products – Emerging Technology*

**Jun. 2019 – Aug. 2019**

- Supported Disney Parks technology product strategy; owned 7 competitive market & consumer intelligence analysis requests
- Drove program creation of an internal strategic intelligence newsletter; independently pitched Disney x Cameo to DI product
- Assisted technical project management in scoping, tracking, and executing a 1\* pilot project and app strategy executive sessions

### CashApp (Square), San Francisco, CA

*Product Management Intern, Boost - Rewards & Status (now Growth)*

**Jan. 2019 – Mar. 2019**

- Researched, iterated, and launched 50 location-targeted boosts based on a comprehensive framework of customer zip code, merchant physical location and overall spend; independently revamped company-wide merchant selection principles
- Manually increased merchant accuracy from 76 to 80%; proposed machine learning principles to further increase accuracy

## LEADERSHIP & ACTIVITIES

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### Reading Partners, Seattle, WA & Berkeley, CA (virtual)

*Volunteer Literacy Tutor & Book Drive Organizer*

**Mar. 2020 – Present**

- Tutor 4 elementary school students in literary skills via an individualized, structured curriculum to promote reading proficiency

### Directing through Recreation, Education, Adventure, & Mentoring (DREAM), Hanover, NH

*Board member, prev. Co-Chair & Mentor, Northwoods Community*

**Nov. 2016 – Present**

- Strategized & execute on first-ever alumni engagement initiative in a team of 3; working directly with CEO and Board Chair
- Mentored a 12-year-old, Tricia, girl for 3-4 hours a week to provide academic support and personal stability

**Additional Activities:** HeyMentor College Access tutor (2021 mentor of the year), APM Map (interviewing mentor), Katie's Office Hours (PM mentorship), Dartmouth 2020 Class Executive Committee (Secretary), Dartmouth Alumni Admissions (Interviewer)

**Previous Activities:** Digital Applied Learning & Innovation Lab (DALI Project Manager), Academic Clearinghouse (Tutor & TA in Spanish & CS) Center for Professional Development Peer Ambassador, Undergraduate Admissions Associate, Undergraduate HCI Researcher, Kappa Kappa Gamma (Education Chairman), Outdoors Club First-Year Trip Leader, Chabad

## SKILLS & INTERESTS

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*Skills:* Spanish (fluent), French (beginner), Figma, Python, Java, R, HTML, CSS, Javascript, React, ReactNative, SQL, Git, MS Office

*Memberships & Certifications:* American Mensa, BCG Consulting Virtual Experience Program via Forage, Goldman Sachs Virtual Summer Insight Series, Ordained Minister (American Marriage Ministries), Wilderness First Aid Certified, Self-Published Author

*Interests:* reading, baking, Japanese design, organizing, poetry, educational equity, lived abroad in Valencia, Spain as a child