

ALEXANDRA FOOTE

Computer Scientist | Product Manager

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Bellevue, WA 





Education

Georgia Institute of Technology  Atlanta, Georgia |  Aug 2015 - Dec 2019

Bachelor of Science in **Computer Science**

Concentrations: Intelligence, Media | Minor: Industrial Design

Harvard Business School  Cambridge, MA |  Class of 2025 (Expected)

Master of Business Administration - **MBA**

Admitted via the 2+2 deferred enrollment program

Experience

Program Manager | Microsoft |  Mar 2020 - Present  Bellevue, WA

- Shipped visually immersive search experience for Bing Recipes that stimulated a >5% DAU increase
- Drove expansion of Bing recipe features to international markets, sparking a +140% YoY FC DAU
- Spearheaded Bing movie user reengagement campaign for over 2M users, lifting engagement by 8.59% WoW
- Appointed director of Microsoft's Black Summer Intern Experience (BSIX) and increased retention of Black intern talent to 84% while boosting intern opt-in rate to 95% and program satisfaction to 90%



Associate Product Manager (APM) Intern | Google |  May 2019 - Aug 2019  Mountain View, CA

- Developed solutions for advertisers to understand how their ads perform on YouTube
- Launched improvement that increased survey efficiency for BrandLift by 14.6%, allowing for a 17.5 million decrease in surveys sent daily
- Developed detailed implementation plan for actionability pathways for advertisers in BrandLift for YouTube Ads
- Collaborated daily with other PMs, engineering, UX designers, and researchers to ensure successful launches



Program Manager Intern | Microsoft |  May 2018 - Aug 2018  Redmond, WA

- Owned new Cortana experience expected to scale to 3.99 million monthly active users
- Managed team of engineers through entire creation and development of experience
- Developed detailed and robust specs, proposals, research artifacts, and a vision video
- Collaborated with multiple teams to ensure a delightful experience for users and differentiators from competitors



Explorer Intern | Microsoft |  May 2017 - Aug 2017  Redmond, WA

- Provided a viable Cortana Alarm AI prototype expected to scale to 84K monthly active users
- Managed the Cortana Alarm AI product design and feature development using C#, C, and Python
- Used Azure Web Services with Microsoft Cognitive Services to analyze data from camera input
- Rotated between Program Manager and Software Developer Engineer roles



Owner | Footeworks, LLC. |  Feb 2013 - Present  Atlanta, GA

- Founded a company that designs and sells uniforms to private schools
- Sustained over 93% repeat purchase rate and an average order value of over \$40,000
- Maintained relationships with multiple international manufacturers; sold \$150,000 in first 18 months




Leadership & Development

President | Georgia Tech Student Ambassadors |  Nov 2018 - Dec 2019

- Implemented campus improvement initiatives to enhance impact of Ambassadors far beyond Alumni relations
- Directed and coordinated highly rigorous, double-blind recruitment process with over 150 applicants
- Developed detailed plans for intake goals and communicated vision to executive board and general body

President | Minorities at the College of Computing (M@CC) |  Feb 2018 - Dec 2019

- Restructured organization that serves over 800 minority students at the Georgia Tech college of computing
- Manage relationships and programming with over 50 corporate partners; increased member engagement by 400%
- Helped 75% of freshmen and sophomore members secure summer internships

Justice | Undergraduate Judiciary Cabinet |  Oct 2017 - Dec 2019

- Judicial Branch of the Georgia Tech Student Government Association
- Hear cases of academic and non-academic misconduct to determine responsibility and give sanctions

Conference Scholarships | Various |  2015 - Present

- Grace Hopper Scholar ('18); Grace Hopper ('15, '16, '17, '19, '20), Tapia ('17, '18), SXSW ('18)

Skills

Programming 

Proficient: Java, Python, C#, HTML

Familiar: C, Assembly, SQL, CSS, JS, MATLAB

 **Software**

Proficient: Photoshop, Premiere, InDesign

Familiar: Adobe XD, Final Cut Pro, Encore, Illustrator