

NADINE HASHEM, MBA

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SUMMARY

Product Manager with 7 years of experience in FinTech, AdTech, AI-driven marketing and sales delivering scalable, high-visibility initiatives at Fortune 100 companies. Strong expertise in cross-functional leadership, agile execution, and stakeholder engagement. Track record of driving multi-million dollar initiatives, optimizing engagement, and leveraging AI/ML for business impact.

Tech Skills and Tools: Jira, Tableau, Agile, Figma, API Integration, Grafana, AWS Cloud Practitioner, Confluence, Foundational AI/ML

EXPERIENCE

JPMORGAN CHASE

New York, NY

Post-MBA leadership development program consisting of rotations in product management supporting high-priority initiatives.

Technical Product Manager - Chase Digital Assistant

Jan '25-Present

- Build multi-faceted enrollment dashboard for personal asset transfers, proactively monitoring platform health and cutting issue detection time by 67% through automated alerts and servicing.

Project Manager – AdTech

May '24-Jan'25

- Led \$5mm initiative to source a firmwide external pixel tagging software including building user requirements, owning supplier relations, RFP management, and cross-functional collaboration across Data Privacy, Tech Sourcing and Third-Party Oversight.
- Reduced manual monitoring efforts by 12 hours/month per user through development and beta launch of an automated media brand safety monitoring tool that tracks digital campaigns against brand safety benchmarks.

Technical Product Manager – Card Loyalty

Jul '23-May '24

- Owned end to end execution and launch of Chase/Marriott initiative for ~7.4mm affluent card users including roadmap ownership, UI, migration to AWS and backend transition to OAuth (3-legged) execution in collaboration with Design, four Scrum Teams, and Analytics across web and native.
- Increased *Taste of Gold* offer impressions by 10% through the development and launch of a new entry point, including UI flow, content build, and backend integration.
- Streamlined messaging carousel tile delivery by 25% (2 weeks), accelerating visibility of unused card benefits for ~3.5M mobile app users. Launched 3 new tiles within first 3 months on team, demonstrating strong learning agility and execution speed.

ELI LILLY & CO.

Atlanta, GA & Nashville, TN

AI/ML Product Manager – Omnichannel Orchestration

Jul '21-Jul '22

- Drove \$1.8M in incremental revenue by owning and optimizing an ML-powered omnichannel personalization model spanning eight internal and external channels.
- Partnered cross-functionally with data scientists, business insights partners, brand marketing, and sales teams to continuously iterate conditional logic, boosting engagement among 20,000 doctors across the U.S. and Puerto Rico.
- Increased adoption of ML capabilities by 20% among 1,200 sales reps through performance analytics, brand input, and user feedback loops.

Program Manager - Diversity Recruitment Programs

Feb '20-Jul '21

- Increased candidate pipeline by 23% YOY through execution of campus recruiting strategy at three company-targeted universities, managing cross-functional recruiting teams of 10+, and influencing key university stakeholders.
- Designed a 10-week virtual internship program during COVID-19 that achieved a 78% satisfactory rating among 80 interns.

Pharmaceutical Sales Representative – Diabetes

Aug '17-Feb '20

- Averaged 102% to sales goal across three products and 120+ healthcare providers through value-based selling methods and data analysis. Achieved President's Council in 2019, awarded to top 10% of salesforce for sales and leadership performance.

EDUCATION

UNIVERSITY OF NOTRE DAME, Mendoza College of Business

South Bend, IN

Masters of Business Administration, Strategy and Finance

Cum laude, Women's Boxing Club, MBAA Diversity Committee

BALL STATE UNIVERSITY

Muncie, IN

Bachelor of Science in Marketing and Management

Cum laude, Marketing Top Scholar (top 5% of major)

COMMUNITY SERVICE

- **Advisor, Notre Dame Immersive Experience (2025):** Advised six master's students in a consulting project with a Peruvian NGO focused on long-term environmental sustainability methods for artisanal gold mining in the Amazon region.
- **Product Manager, Chase Tech for Social Good (2024)** – Managed operating model and co-collaborated on redesign of donor CRM system for NYC non-profit, Grassroots Grocery, consolidating tech stack and improving data flow and daily operations
- **Marketing Chair, Atlanta Pride Run (2020-2022)** – Increased participants by 42% on average YOY for the city's largest LGBT+ run