

# NEHA HALEBEED

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## WORK EXPERIENCE

PRODUCT MANAGER II | HBO Max

January 2023 – Present

- Led the launch of two **zero to one global features**: Onboarding and a suite of Personalized Data-Focused Messaging including an end of year Max Rewind. Enhanced **membership experiences and personalization** with direct revenue impact of > \$X million. Product lead for overall team sizes of 183 and 83 individuals, respectively.
- Spearheaded **product experimentation** and partnered with analytics partners to track an increase in voluntary engagement rate of onboarding from 20% to 40% over one year through A/B testing and iteration.
- Manage profile space, creating global design and engineering process for avatar curation and upload.

PRODUCT MANAGER I | HBO Max

- Supported **international launch** of Max, adapting features for new global markets and expanding the user base.
- Delivered strategic insights and led initiatives on **gamification and ethical AI**, focusing on enhancing the user experience through innovative personalization strategies that have positive engagement and retention impact.
- Demonstrated leadership by expanding role scope, successfully **building and managing a cross-functional team** to launch personalized product features while developing a comprehensive **product vision and roadmap** through building **user personas** and **leading research, design, and engineering workshops**.
- Wrote **PRFAQs** and **product requirement documents** for organizational planning and prioritization.

FOUNDER | Traeta

Feb 2025 – Present

- An application to auto-collect personal data via third-party APIs and scraping which an LLM analyzes. Streamlining ad hoc data tracking through frictionless user flows that result in dynamic visualizations that are shareable.
- Download on App Store. Led product, business, and design. Worked with friends for development.
- Personally built traeta.com using **Figma to prototype** and **Cursor** and prior web dev knowledge to code.

PRODUCT MANAGEMENT INTERN | Various Startups & HBO Max

May 2018 – Dec 2022

- Collaborated with product teams at Polaris Mobility, Accushield, and SkillsSplice for B2B SaaS products.
- Worked at HBO Max Summer 2022 and continued supporting team efforts through Fall 2022.

TEACHING ASSISTANT | Accelerated Python at USC & CS@SC

August 2022 – December 2022

- Provided 1:1 support for students to solve coding challenges and improve their Python skills while grading work.
- Assisted in teaching K-12 students programming languages to develop foundational coding skills.

## PROJECTS

HIGH SEROTONIN | website

January 2024 – Present

- Personal data collection projects to visualize the minutiae of my life, such as health, places visited, ice cream.
- Showcased for purchase in SoHo art gallery and interviewed for Business Insider.
- Coded trends using Matplotlib library, designed templates in Figma, organized data collection process in Notion.

REIMAGINE CHALLENGE by Schmidt Futures | anthology

August 2020 – August 2021

- Winner of the **Reimagine Challenge**, hosted by Eric Schmidt, for a cashless donation application. Ideated during the coronavirus pandemic, learned from people in the QR payment and mutual aid space, submitted papers outlining the problem space. Was one of 20 selected winners from the 838 submissions.

EVERY BALL COUNTS

June 2015 – June 2019

- Founded non-profit. Distributed 40,000+ used tennis balls partnering with non-profits, local tennis clubs, & USTA.

## SKILLS

- **Product Management**: Product Vision & Strategy, Roadmapping & Prioritization, Storytelling, Cross-Team Building
- **Programming Languages & Tools**: Python, Java, HTML/CSS, SQL, Figma, Adobe, Looker, Jira, Confluence, Notion

## EDUCATION

University of Southern California | GPA: 3.96

- Communications, Applied Analytics, Innovation: The Digital Entrepreneur Specialization, Thematic Option Honor

**For Fun: Boston Marathon Qualifier.** Finished **Full Ironman** and **Half Ironman Triathlon**. I love ice cream— scooped at Jeni's Ice cream. I enjoy traveling, hosting events, meeting new people, reading, thrifting, crafting, and card games.