



CARREN JAO

PRODUCT . CONTENT . OPERATIONS

PORTFOLIO

AGENDA

01 About me

02 Beyond work

03 Case studies



ABOUT ME



Carren Jao is an Emmy-nominated journalist, product thinker, and award-winning children's book author, who sits at the intersection of product, content, and operations. She is a kind, collaborative, and dynamic leader with more than 15 years of experience turning ideas into impactful realities. She has led cross-functional teams with common sense and empathy to implement large-scale brand activations at global organizations like Unilever. She has also led content strategy for Emmy-winning original productions and arts & culture coverage of 11 Southern California counties at PBS SoCal.

A new immigrant to the U.S. with a Chinese and Filipino background, Carren offers a global perspective and an empathetic, nuanced understanding of diverse user bases—a vital asset for companies aiming to make a large-scale impact.

BEYOND WORK



Carren is a Chinese Filipina born in the Philippines and a new immigrant to the United States

She loves languages. Apart from English, she speaks Tagalog and dabbles in Mandarin, Japanese, and French. She deeply appreciates the power and nuance of words to build worlds.

She truly enjoys meeting people, learning about their different experiences, and figuring out how they can grow and empower each other.

CASE STUDY



DOVE RETAIL TRANSFORMATION

Unilever

Challenge

Dove faced an 8% decline in business. Limited support and ineffective strategies hindered its ability to gain market share, necessitating a fresh approach to re-engage customers and strengthen its presence in the Philippines.

Approach

Redesigned Dove's business model to prioritize customer-centric marketing and channel-specific strategies. Collaborated with 20 key account managers to develop tailored in-store marketing plans aligned with brand guidelines, reallocating national budgets to fund initiatives that effectively communicated Dove's brand equity.

Results

Achieved 17% growth in Dove's Philippine business—Southeast Asia's highest growth—despite minimal support. The new approach successfully revitalized the brand's market presence and reinforced its relevance to target customers.

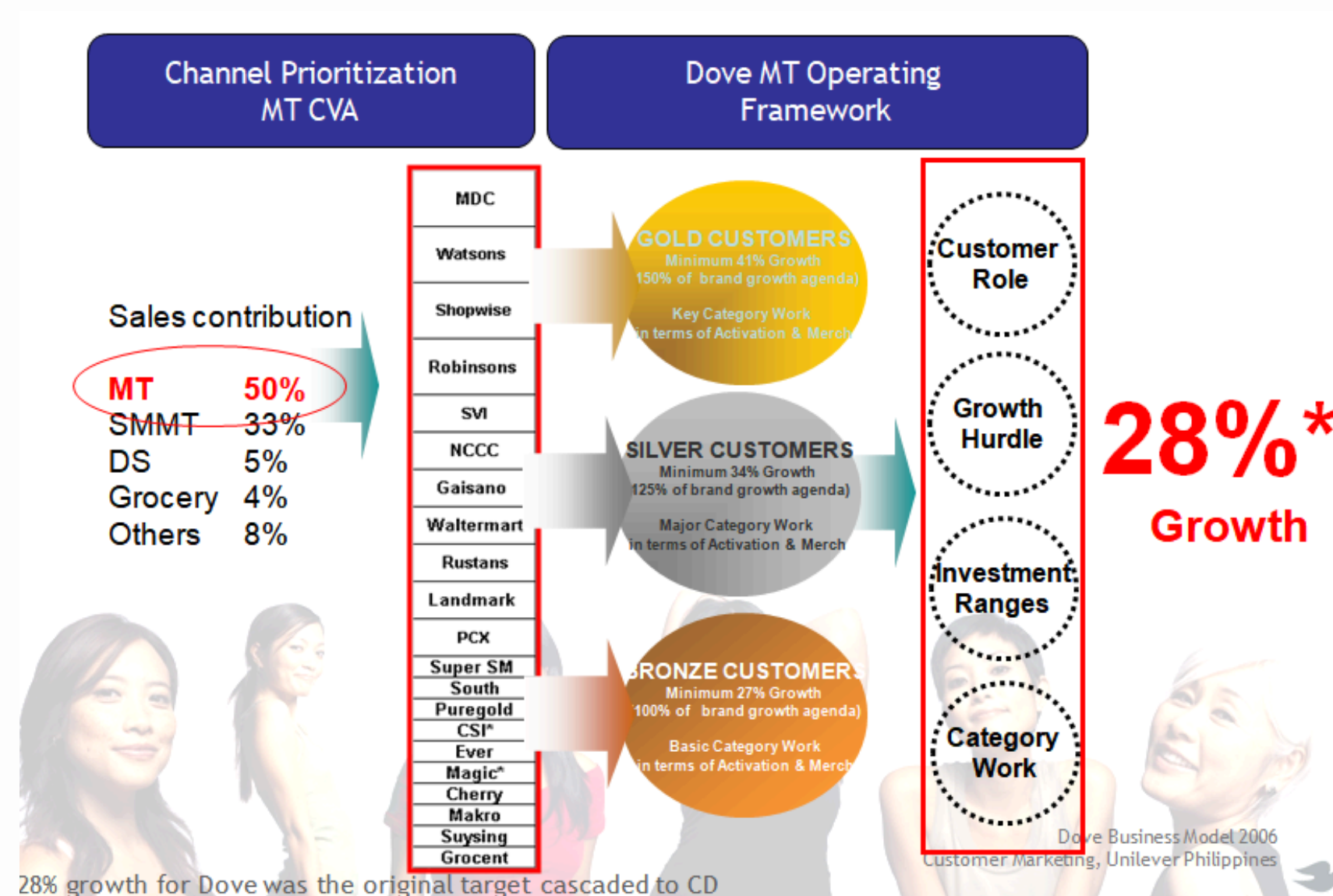
Key Skills Brand marketing, cross-functional collaboration, project management, product marketing management.

ARTIFACTS



Dove's selected key retail accounts in the Philippines

Custom in-store activation and merchandising efforts



Customer Class in terms of Category Work	Customers	Total Customer Investment (% of NPS Target)	Apr	May	Jun	Live-in Permanent Merch	ROI per customer (50% hurdle rate)
GOLD	MDC	6%	FM Top-Shelf Highlight (Apr-Jun), Monthly promo (Jun) 5% off			Primary Shelf Highlight Topshelf: 30 branches (enhancers) Gondola End: 30 branches (enhancer) Island Display: 10 branches (Live-in) Backwall 1: MDC Galleria (live-in)	181%
PE					75,000.00	c/o Apaz	
TTS					200,000.00		
Total					275,000.00		1,150,000.00
GOLD	Watsons	6%	FM Top-Shelf Highlight	FM Deos		Gondola Front End Live-in (10 GMA, 4 Vismin), Wall Units 3	76%
PE			100,000.00			c/o Apaz	
TTS			300,000.00				
Total			400,000.00				945,000.00
GOLD	Shopwise	6%	FM Activation			1-side Post 1 (Harrison), 1 SolCen section Live in Module (Libis)	0%
PE						c/o Apaz	
TTS						Free DA	
Total							336,000.00
GOLD	Robinsons					Galleria SOLCEN, 2 Gondola (Banilad Metro East)	50%
PE						c/o Apaz	
TTS							
Total							336,000.00

Category Work, Investment Requirement, ROI Incremental Sales, Input Incremental Volume and Support in the MRF

ARTIFACTS



Customized activities and merchandising for key customers

Dove Gentle Exfoliating activities

General merchandising



National promo pack



Customer Marketing for Watsons



19.1%
Growth
As of wk 44

Customer Marketing for Mercury Drug



19.8%
Growth
As of wk 44

P10
Savings!

Dove Fresh Moisture activities

General merchandising



National promo pack



Customer Marketing for Robinsons



49.5%
Growth
As of wk 44

Customer Marketing for Shopwise



81.1%
Growth

CASE STUDY



BUILDING A MOVEMENT

PBS SoCal

Challenge

During COVID-19, there was a surge of racism and violence specially against Asian Americans, fueled by President Trump scapegoating Asian people for the pandemic. There was too much division even among communities that needed to be addressed to move society forward.

Approach

Working with documentary filmmaker Renee Tajima-Peña and author Jeff Chang, I launched the May 19th project on PBS SoCal (formerly KCET.org). This included 14 videos created with the help of more than 100 creatives, essays that add nuance to the story of solidarity among communities, and a social campaign, including “did-you-know” posts and reading lists.

Results

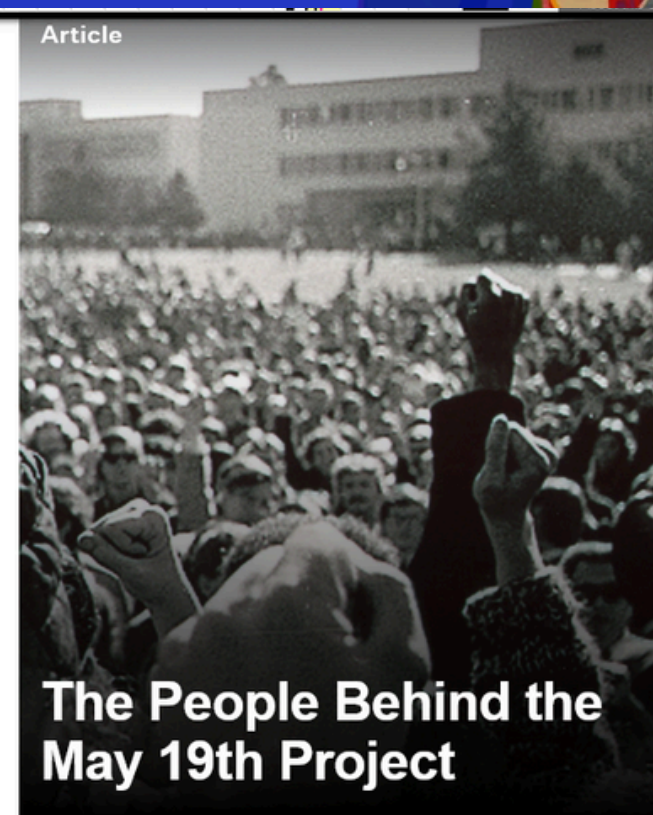
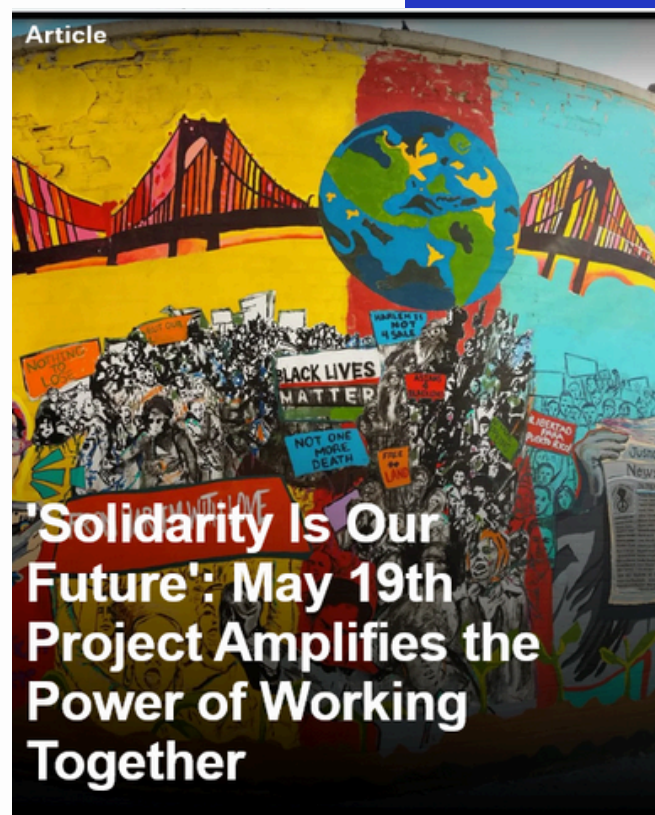
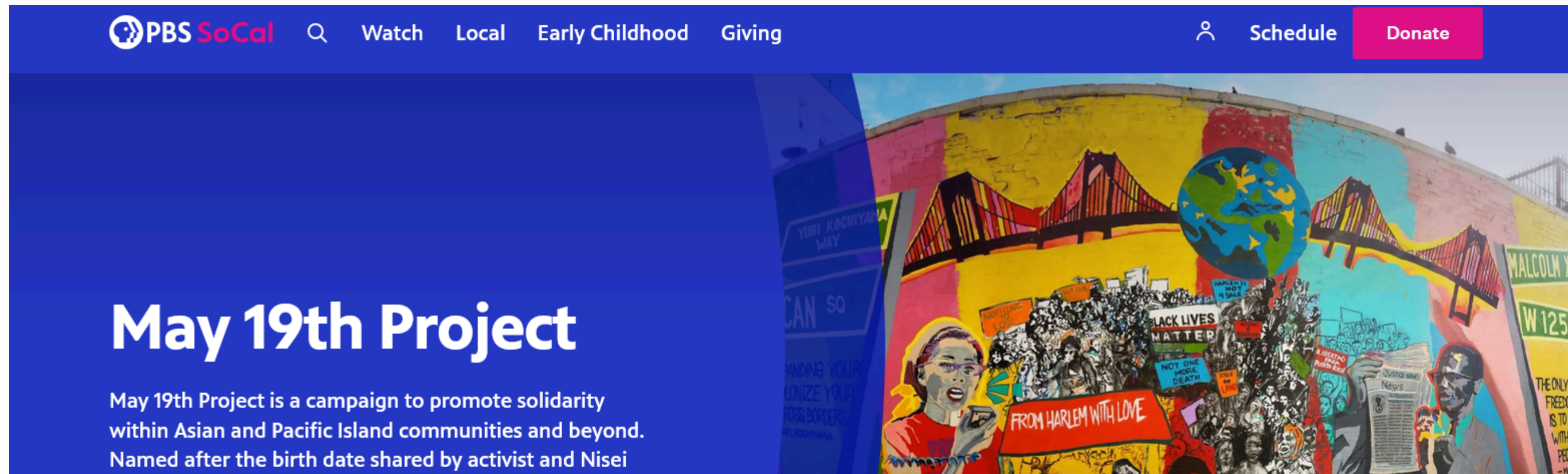
The videos were reshared and promoted by organizations such as For Freedoms, the UCLA Asian American Studies Center, the WeChat Project, among others. The videos are translated into multiple languages, including Chinese, Hindi, Korean, Punjabi, Spanish, Tagalog, and Vietnamese. It continues to live on the PBS SoCal website as a free resource.

Key Skills Coalition building, partnerships, project management, video production, content strategy

ARTIFACTS



A movement for solidarity told in videos, essays, social posts, and built partnerships.



DID YOU KNOW?

THE SUCCESSFUL 1965 DELANO GRAPE STRIKE, ORGANIZED BY FILIPINO AND MEXICAN AMERICAN WORKERS, WAS SUPPORTED BY BLACK STUDENT ACTIVISTS, YEMENI WORKERS, AND NATIVE AMERICANS.

SEEUSUNITE.ORG/UNITE

WATCH OUR #MAY19THPROJECT VIDEOS : SEEUSUNITE.ORG/UNITE

SOURCES & FURTHER READING

- "Do Not Forget Us: May 1, 1978," Carnegie Council
- "What Southeast Asian Refugees Owe to Black Lives," PIVOT
- "Americans' Views on Refugees Coming to US," Gallup
- "Key facts about Asian Americans," Pew Research Center

WeChatProject • #May19thProject • SeeUsUnite

CASE STUDY



STORY IDEATION FOR CLIENTS

Stacker Media

Challenge

Stacker needed to align paying clients' niche content goals with the editorial priorities of 3,000+ publishing partners. Balancing client interests and producing data-driven, newsworthy stories at scale—around 50 monthly—was critical to ensuring client satisfaction and securing wide distribution across the publishing network.

Approach

Leveraged the Paris Olympics as a timely theme to craft data-driven stories that bridged client objectives with audience interests. Developed detailed writing briefs and data visualizations for freelancers, ensuring consistent quality. Matched projects to freelancers with expertise in the subject matter to create compelling, well-researched content.

Results

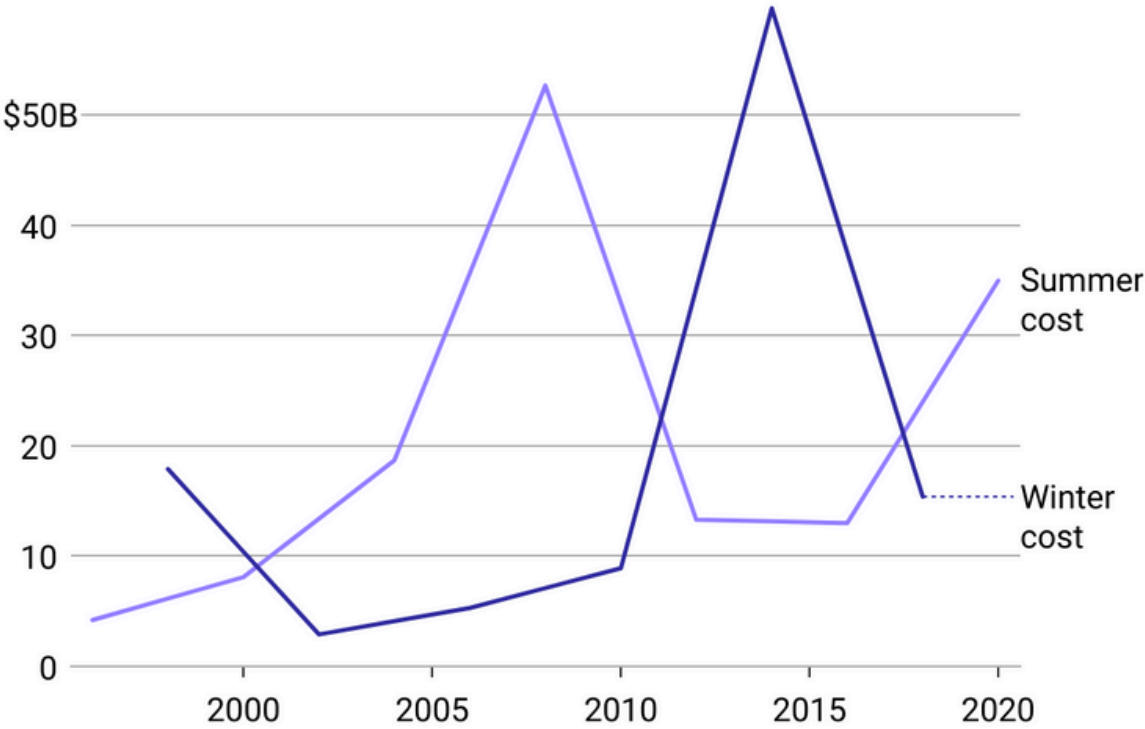
Produced 12 Olympics-themed stories, 7 funded by clients. The stories achieved 3,800+ publisher pickups and generated 115,000 impressions, successfully meeting client goals and enhancing Stacker's network-wide impact.

Key Skills Content strategy, data visualization, editorial development, product marketing management.

ARTIFACTS



Olympic spending can vary dramatically year to year
Beijing was the most expensive Summer Games in recent history, while Sochi was the most costly Winter Olympics.



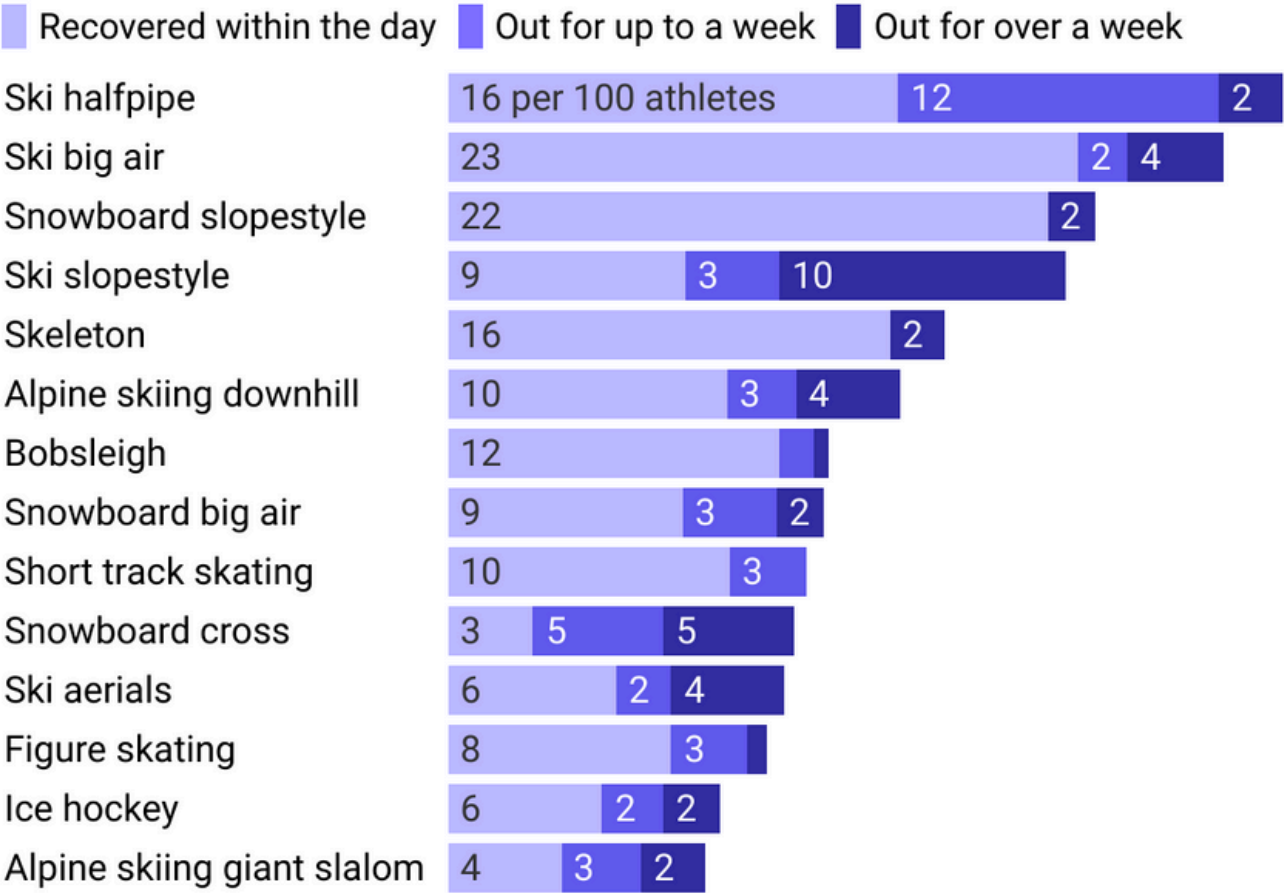
Note: Cost data on the Winter Olympics 2022 was not yet available. All data was adjusted to 2021 USD.
Data source: Council on Foreign Relations

underwritten by



Ski and snowboard events have highest injury rates
The rate of injury for all events during the 2022 Beijing Winter Olympics was about nine injuries per 100 athletes.

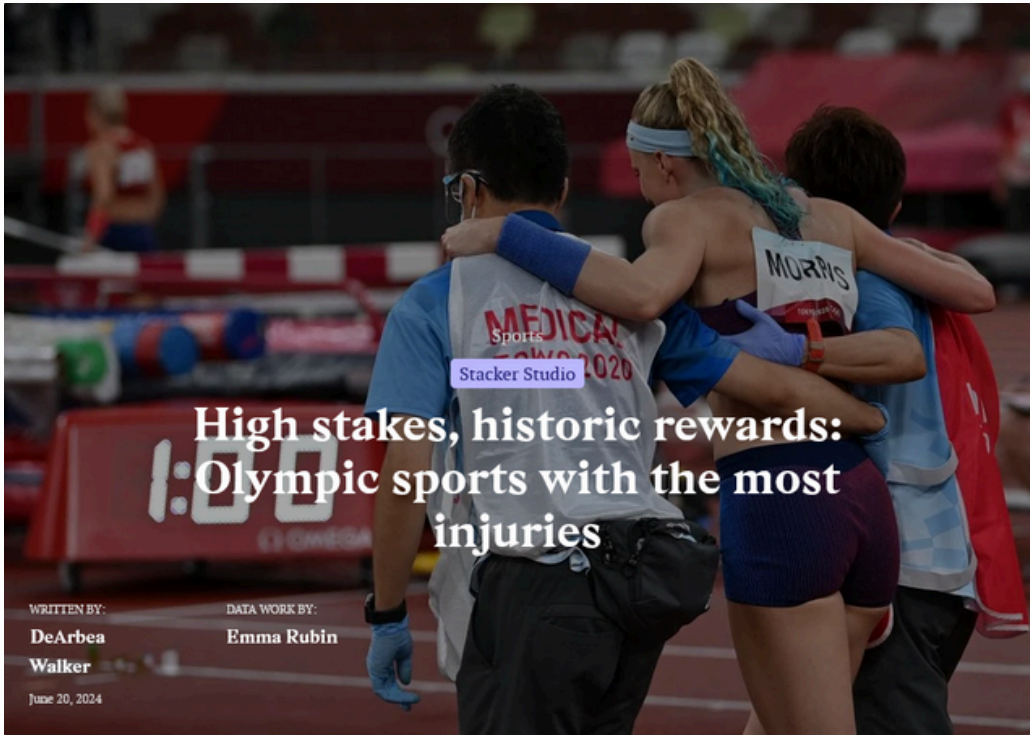
underwritten by



ARTIFACTS



Every story contained detailed writing briefs and went through careful developmental editing



Instructions for intro: Please write a 200-300 word introduction on the costs incurred by the host city when it comes to the Olympic Games, one of the biggest sporting events in the world. This is a pretty comprehensive starting point to talk about costs and the Olympics. You can also touch upon the debate over whether hosting the Olympics is economically a net positive or a net negative venture for the host countries (some studies indicate the latter).

Instructions for slide copy: For the first slide, write 4-5 sentences highlighting and explaining the trends in Olympic Games hosting costs over time, using the data visualization. However, you can also go further back to the 1990s, using this spreadsheet and the data source for any specific data. Also, describe why the cost is generally so high and what that cost encompasses (e.g. stadiums, paying for athletes, etc.). Explain if the cities get any funding from the Olympics or if it's all funded by the city/country hosting.

Then, in 3-4 sentences for each of the cities, please explain how the city approached hosting the Olympics, the economic impact, and any interesting information or long-term effects that came out of hosting the Games.

OLBG consulted a [Council on Foreign Relations](#) analysis to find out which countries have hosted some of the most expensive Olympic Games in history.

(---Slide1---) 10 of the most expensive Olympic Games in history (---1Slide---)

The Olympics is the biggest sporting event in the world. OLBG consulted an analysis from the [Council on Foreign Relations](#) to find out which countries have hosted some of the most expensive Olympic Games in history.

When the first modern Olympic Games began in 1896, many countries—both emerging and wealthy—could publicly afford the event. However, over the decades, flashy host city proposals and higher athlete participation have led to ballooning costs of the Games. It has now come to a point where only wealthy countries can incur that expensive of an event. Even still, many countries carry large amounts of debt years after the Games are over. Notably, Montréal's taxpayers continued to pay the debt from its 1976 Summer Olympics three decades after the last of the athletes left town.



Carren Jao
May 16, 2024

Changed from "who hosted" since it was a country and not an entity



Carren Jao
May 20, 2024

Appreciate your work on this one @dearbea6@gmail.com . Your addition to the one slide helped a lot, as well as the wrap up slide. I added more to it since it felt like we needed to give readers a satisfying conclusion. Will tag you in comments, but appreciate your quick feedback on this one!



Carren Jao

CASE STUDY



AUDIENCE SEGMENTATION

PBS SoCal

Challenge

The second season of Broken Bread, a food justice documentary series hosted by Roy Choi, needed to introduce itself to an unfamiliar audience. As a PBS SoCal and Tastemade partnership, the show faced the challenge of engaging two distinct audiences: foodies and activists, each with unique motivations and interests.

Approach

Developed a dual-audience strategy focused on foodies and activists. Tailored short videos, articles, and social media campaigns to resonate with each group, emphasizing culinary exploration for foodies and actionable insights for activists.

Results

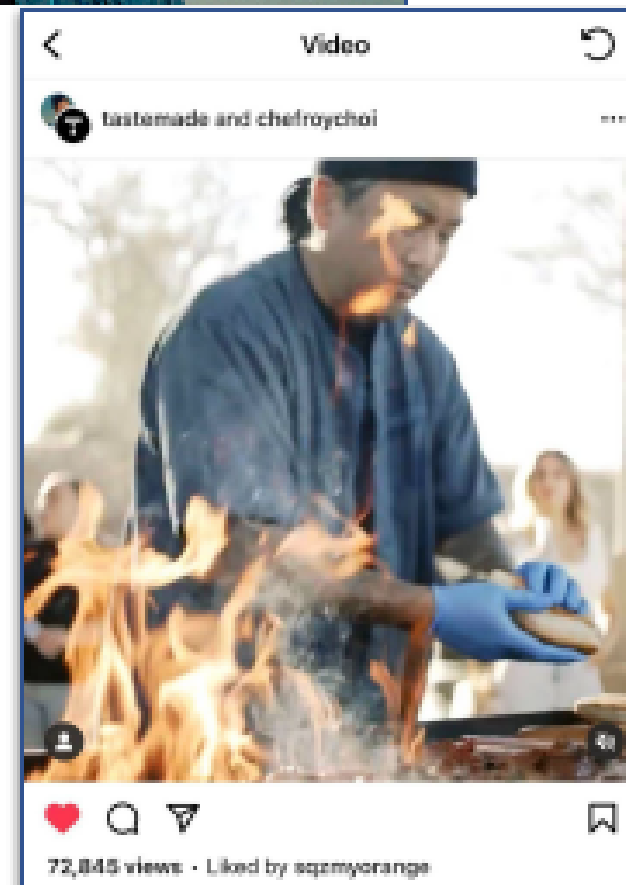
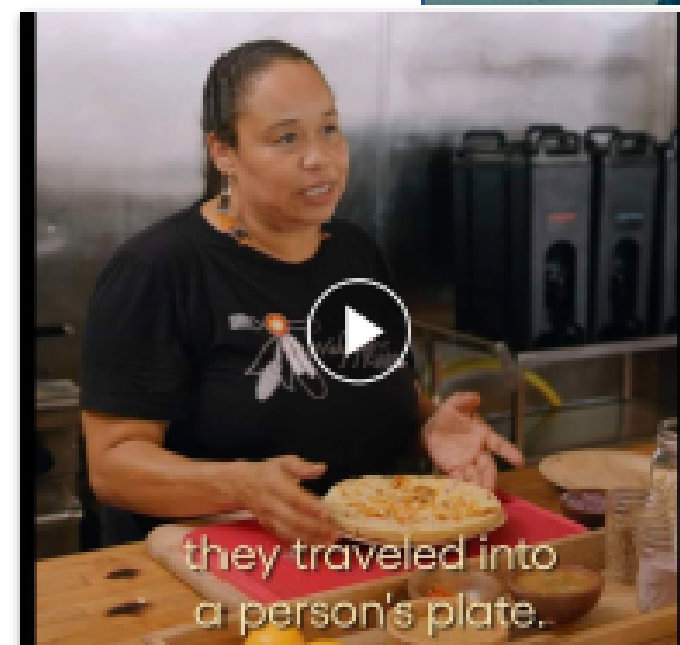
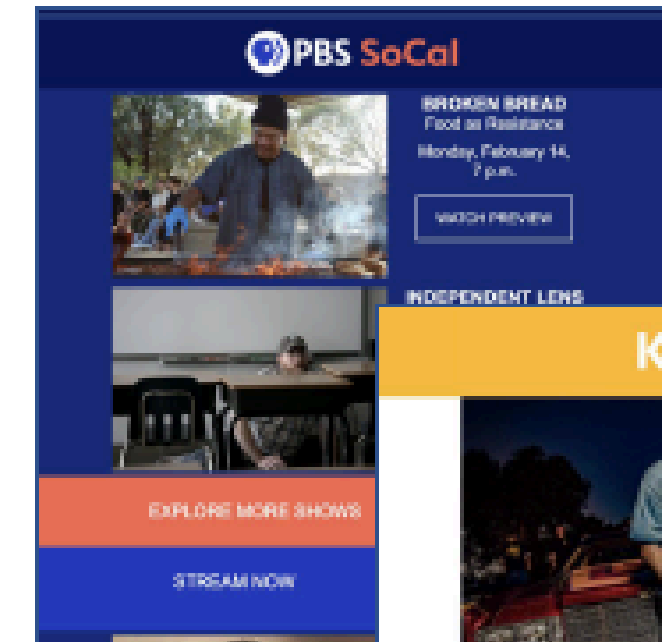
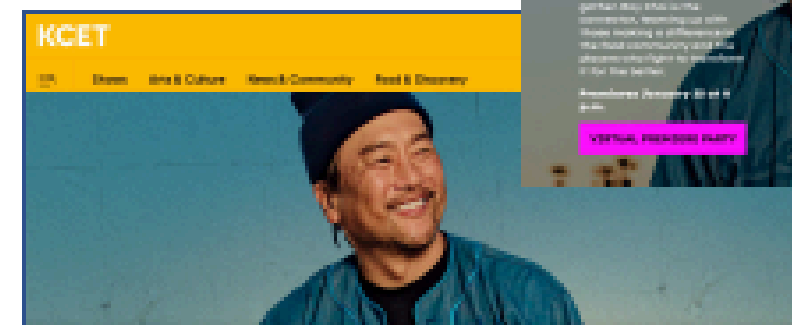
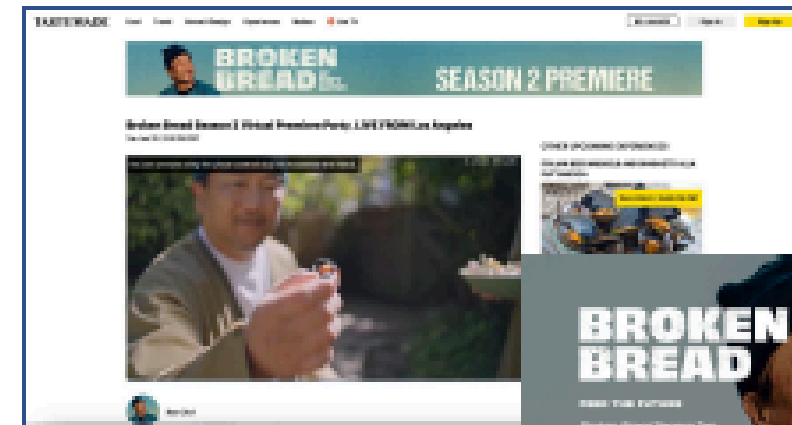
Produced 134 content pieces, including explainer videos and how-tos for activists and food guides and recipes for foodies. The campaign drove significant engagement, with 80% of surveyed viewers committing to follow the issues post-airing.

Key Skills Content strategy, project management, operations, cross-functional collaboration, audience segmentation

ARTIFACTS



Content targeted either to foodies or activists translated across multiple platforms



CASE STUDY



CAPACITY BUILDING

Stacker Media

Challenge

Stacker needed to scale production to meet publishing partners' demand for timely, data-driven stories. With limited budgets and staffing, the company would need to rely on freelance data journalists, requiring a structured approach to optimize workflows, engagement, and compensation while maintaining content quality.

Approach

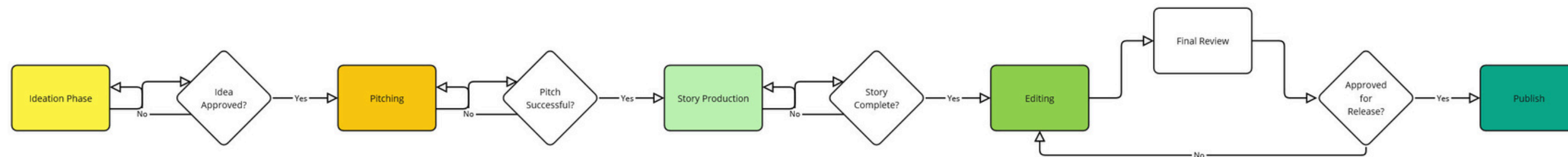
Researched industry best practices for freelance data journalism through in-depth interviews with organizations like The Dallas Morning News, The Pudding, and The Markup. Combined these insights with internal knowledge to design an efficient workflow, engagement strategies, and compensation structure tailored to Stacker's operational capabilities.

Results

Developed a best practices document with optimized workflows and compensation recommendations. Scheduled for implementation in February 2025.

Key Skills Operations, workflow optimization, user research, documentation

In-depth interviews combined with company knowledge generated an ideal ways of working document that will increase data story production



Methodology

This document was produced by Carren Jao, taking into account her experiences working on a handful of freelance data journalist-driven stories including: [The most-sampled Bollywood songs](#), [Are the Grammys biased against hip-hop and rap?](#), and [Has Pixar's star truly fallen? How this once-golden studio compares to its major rivals](#). She also reached out to [7 data journalists](#) from various newsrooms and publishing outlets including, The Pudding, The Markup, and Dallas Morning News over the course of three months.

Working with freelance data journalists by story stage

1. Ideation phase

a. Determine: Why do you want to work with freelance data journalists?

- i. There are many potential reasons to work with freelance data journalists, what specific needs do you have at the moment, and what end product do

CASE STUDY



PANDEMIC PRODUCTION PIVOT

PBS SoCal

Challenge

Original documentary production faced inefficiencies due to limited communication and collaboration. These gaps resulted in missed opportunities for additional content creation.

Approach

Conducted interviews with key stakeholders to identify opportunities within the production process for additional content creation. Proposed optimized production models that maximized output while minimizing disruption and strain on existing staff and resources..

Results

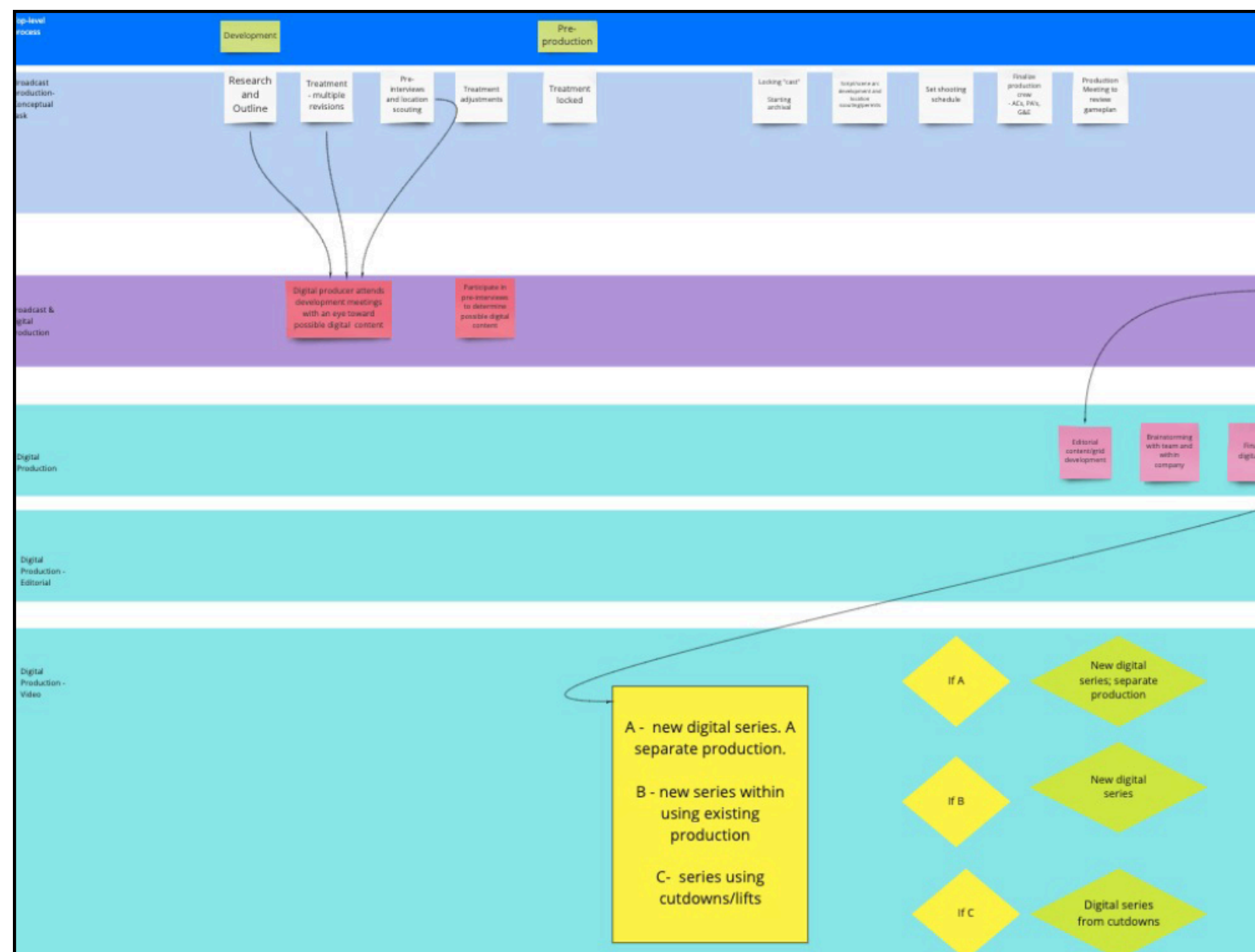
Framework guided the launch of “Southland Sessions,” highlighting the work of 283 organizations. Following the series, 43% of the featured groups received LA Arts Recovery Fund grants.

Key Skills User research, workflow optimization, operations

ARTIFACTS

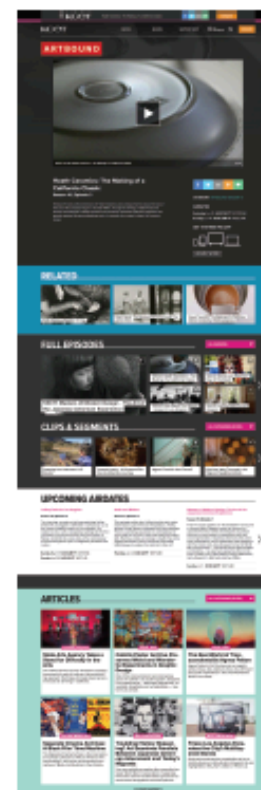


The pandemic increased the urgency for the station to rethink its process, which led to more efficiencies when generating content.



DIGITAL CONTENT OUTPUT + DISTRIBUTION

EPISODES



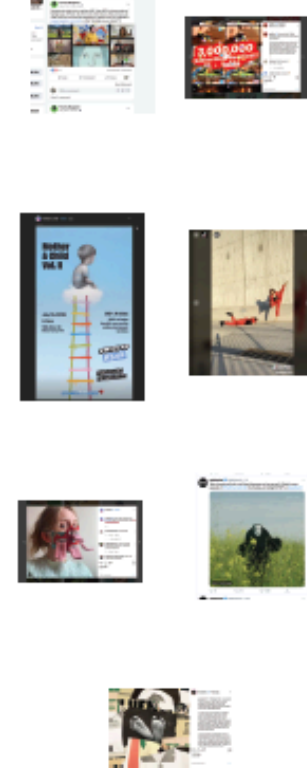
ARTICLES / REPORTING



ART AND CULTURE MAKERS



SOCIAL CONTENT



NEWSLETTERS





LET'S WORK TOGETHER

E-mail

carren.jao@gmail.com

Website

www.carrenjao.com

LinkedIn

www.linkedin.com/in/carren-jao/

Address

Los Angeles, California