

SARAH WIKA

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX **May 2025**
Master of Business Administration

TEXAS A&M UNIVERSITY - COMMERCE, College of Education and Human Services, Commerce, TX **Dec 2018**
Master of Science in Educational Technology and Leadership

TEXAS WOMAN'S UNIVERSITY, School of the Sciences, Denton, TX **May 2014**
Bachelor of Science in Biology, Minor in Education and Chemistry

EXPERIENCE

Texas Higher Education Coordinating Board, Austin, TX **2022 – Present**

Product Manager (2022 – Present)

- Oversaw the planning, execution, and outcomes of cross-functional streams within the My Texas Future branch.
- Collaborated closely with stakeholders, ensuring alignment between business, technology, and user perspectives.
- Demonstrated continuous empathy for marketers, focusing on departmental operations to facilitate exceptional work outcomes.
- Conducted regular product reviews and feedback sessions to ensure alignment with user needs and business objectives.
- Led a team of designers and developers, ensuring timely delivery of product features and updates.
- Analyzed user data to identify areas of improvement and potential opportunities for product enhancement.
- Worked closely with the marketing team to develop go-to-market strategies for new product features.
- Managed product backlogs, prioritizing features based on user feedback, business value, and technical feasibility

LUNCH LADY LLC, Austin, TX **2020 – 2022**

Accounts Manager

- Developed and monitored processes to provide transparency into key initiatives, ensuring alignment with strategic goals.
- Fostered and maintained stakeholder relationships, driving operational decisions and efficiency.
- Analyzed key metrics to optimize day-to-day operations and task completion

Newsela, Remote **2018 – 2020**

Freelance - Content Contributor

- Enhanced student and teacher engagement by providing differentiated content and innovative learning methods.
- Conducted in-depth research to develop unique educational materials, promoting critical thinking and analysis.

IDEA Public Schools, Austin, TX **2014 – 2018**

Science Teacher / Grade Team Leader

- Led and mentored a team of 12 teachers, overseeing the academic progress of over 300 students.
- Designed and facilitated educational workshops promoting the integration of technology into classroom settings.
- Established and nurtured student and parent relationships, achieving individual educational milestones.

CERTIFICATIONS

- **LEVEL 2 CERTIFIED PRODUCT MARKETING MANAGER | Pragmatic Institute, 2023**
- **GOOGLE PROJECT MANAGEMENT CERTIFICATION | Google, 2021**
- **CERTIFIED ASSOCIATE IN PROJECT MANAGEMENT (CAPM) | PMI, 2021**
- **TEXAS EDUCATION AGENCY - LIFE SCIENCE 7-12**

Work Eligibility: Eligible to work in the United States with no restrictions