

Career Fitness

Jessica Hastings

Product Experience Analytics Manager

Facebook

Fitness = Goal + Ability

Experience



Product Experience Analytics Manager

Facebook

Aug 2017 – Present · 1 yr 2 mos
Menlo Park, California



Instructor

General Assembly

Oct 2016 – Present · 2 yrs
San Francisco Bay Area



Digital Analytics Lead

Intel Corporation

Jun 2016 – Jul 2017 · 1 yr 2 mos



Analytics Director

Essence

Mar 2014 – Jun 2016 · 2 yrs 4 mos
San Francisco, CA



Senior Manager, Analytics Services

Responsys

Apr 2012 – Mar 2014 · 2 yrs
San Francisco Bay Area



Waggener Edstrom

2 yrs 2 mos



Account Executive

Aug 2011 – Apr 2012 · 9 mos
Portland, Oregon Area



Research Analyst

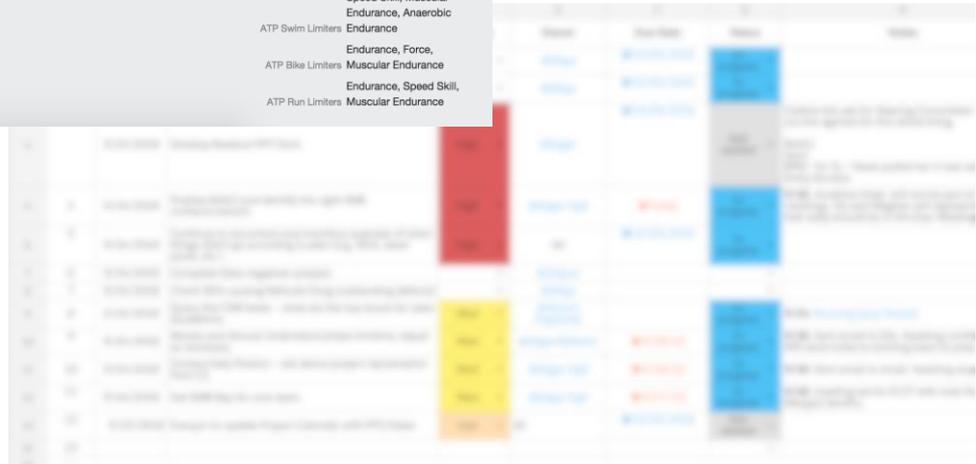
Mar 2010 – Aug 2011 · 1 yr 6 mos
Portland, Oregon Area



“Our goals can only be reached through a **vehicle of a plan**, in which we must **fervently believe**, and upon which we must **vigorously act**. There is no other route to success.”

—Pablo Picasso

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>Roll/Stretch 0:45:00 ✓ --Toe touch --Down dog --Roll out the hamstrings / calves --Glute stretch: lie on back, cross...more... P: 0:45:00</p> <p>off</p> <p>Recovery Week Enjoy this week BUT -Stretch and Roll extra -Get a LOT of sleep -Limit Alcohol (sorry) - Hy...more...</p>	<p>Tim (3 of 10) 0:45:00 ✓ P: 0:45:00</p> <p>Deep tissue massage The only time I can get in this week is 5pm Tuesday. Would be super tricky to do a workout other...more...</p> <p>tempo 1:15:34 ✓ 8.01 mi 122 rTSS this is a tempo run...just mojo with a tad of effort P: 1:25:00</p>	<p>Drill - Pulling 0:37:17 1650 yds ✓ 95 sTSS WU 300 sw 100 k on back 4x100 :20- even drill / odd sw 300 pull no paddles 4x100 :20 - drills...more... P: use a pull buoy the whole time save your legs</p> <p>tempo 1:15:34 ✓ 8.01 mi 122 rTSS this is a tempo run...just mojo with a tad of effort P: 1:25:00</p>	<p>Tim (4 of 10) 0:45:00 ✓ P: 0:45:00</p> <p>Bay Club Spin 1:26:38 ✓ 31.8 mi 87 rTSS The SFTC series apparently ended today (4/11)! They have one on Thursday evening that's not thr...more... P: go ahead and do this...moderate effort don't punish your legs hold 75-85 cadence P: 1:30:00</p> <p>Cycling 0:10:42 2.35 mi 10 TSS</p>	<p>Bike - 8x2/1/30 1:10:05 ✓ 17.6 mi 64 TSS wu 10 min easy spin to MAF HR 8x 2min strong, 1 min easy (power you can hold for all 8) 8x 1 m...more... P: 1:10:00</p> <p>Running 0:30:17 ✓ 2.79 mi 38 rTSS easy off the bike! P: 0:30:00</p>	<p>Road Cycling 5:36:58 ✓ 70.8 mi 281 rTSS Hard effort Silly boys pushed the route I originally had in mind to next weekend so I'm reav...more... P: Totally fine P: 5:00:00</p>	<p>2018 Lev's Presidio 10 Pres... FINISHED!</p> <p>10mi before race + race 3:25:28 ✓ 20.1 mi 295 rTSS "Warmup" for the race</p> <p>Summary: Fitness 121 CTL Fatigue 170 ATL Form -32 TSB</p> <p>Total Duration 11:50 16:28</p> <p>Swim Distance 1700 1650 yds</p> <p>Bike Duration 7:40 8:24</p> <p>Run Duration 1:55 5:11</p> <p>Run Distance 28.0 31.0 mi</p> <p>Strength Duration 1:30 1:30</p> <p>Other Duration 0:45 0:45</p> <p>TSS 991 TSS Bike 123 mi El. Gain 6870 ft Work 3887 kJ ATP 15:15:00 hms ATP Period Build 2 - Week 1 Endurance, Force, Speed Skill, Muscular Endurance, Anaerobic Endurance ATP Swim Limiters Endurance ATP Bike Limiters Muscular Endurance ATP Run Limiters Endurance, Speed Skill, Muscular Endurance</p>



COMPETITIVE STRATEGY

Michael E. Porter

Web Analytics 2.0

Patty McCord POWERFUL

The One Minute Manager

Ken Blanchard
Spencer Johnson

THE COACHING HABIT

Michael Bungay Stanier

STRENGTHSFINDER 2.0

TOM RATH

POKE THE BOX

GODIN

BOB LUTZ CAR GUYS VS BEAN COUNTERS

THE BATTLE FOR THE SOUL OF AMERICAN BUSINESS

FLYING WITHOUT A NET

RADICAL CANDOR KIM SCOTT

CHAOS MONKEYS

OBSCURE FORTUNE AND RANDOM FAILURE IN SILICON VALLEY

Antonio Garcia Martinez

Adam Grant Originals

Outliers

North To South

A RACE LIKE NO OTHER

LIZ ROBBINS

RACING WEIGHT FITZGERALD

ROSEY WORLD'S FITTEST BOOK
THE WELL-BUILT TRIATHLETE DIXON







Career Fitness Training Plan

- Set reasonably unreasonable goals
- Build a plan to achieve those goals
- Track your progress, and adjust your plan and goals as needed
- Hone your craft
- Cultivate a supportive, inspiring community
- Build in time to reflect, relax and recover
- Celebrate success!
- Repeat 😊