

Shiwen (Valerie) Wang

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Education

Syracuse University

Syracuse, NY

Martin J. Whitman School of Management

Aug. 2019 - May 2021

GPA: 3.8

School of Information Studies

Aug. 2015 - May 2019

GPA: 3.5

- BS in Information Management and Technology | BS in Economics

Skills & Extra Curriculars

- Tools: Excel (lookup, correlation, regression, forecasting, 3D maps, Power Query, Power Pivot, Power View, Solver optimization) / Tableau / Google Analytics & AdWords & Tag Manager & Data Studio / Google DialogFlow / Power BI / Access (queries) / Mini Tab / Lean Six Sigma / Segment / Fullstory / MailChimp / Confluence / Jira
- Languages: Python / SQL / R Studio
- Certifications: Bloomberg Institute Certification / Excel Certification
- Native fluency in Mandarin and English, conversational fluency in Spanish

Work Experiences

IMS, inc. | *Interactive Voice Response (IVR) Product Designer Intern*

Dec. 2020 - Present

- Design and construct IVR logic flow for commonly used banking services to provide Artificial Intelligence Solution for Credit Unions using Google DialogFlow
- Performed Cost-Benefit and performance analysis on Google DialogFlow and Amazon Lex for selection
- Develop and improve product marketing strategies for the Marketing, Product, and Sales team to ensure smooth delivery of the minimum viable product (MVP)

BrainKey | *Business / Marketing Analyst*

May 2020 - Present

- Expand social media marketing strategies to increase brand awareness in the Healthcare Technology industry resulting in a 478.9% surge in LinkedIn referral traffic in 3 months
- Develop and supervise user data collection and quantitative analytics workflow with various tools (Google Analytics, Excel, etc.) to discover and manage new business opportunities
- Launch and interpret bi-weekly analytical reports focusing on website traffic, user behaviors, campaign performance KPI and keywords trend to help optimize various business process and decisions

School of Information Studies | *Graduate Teaching Assistant*

May 2019 - Present

- Guide 700+ students to identify areas of improvement and tailor study strategies to enhance fundamental technology skills
- Design and Improve labs including MS Excel, AWS, Database, Project Management (13 in total) to enhance accuracy of the curriculum provided to students with team collaboration
- Review ongoing tasks and feedback to deliver exceptional academic support and mentorship as a team

Precision Pilates LLC. | *Business Analyst*

May 2019 - Dec. 2020

- Initiated Business Management Software transition and managed maintenance to provide quality customer service and build lasting client relationship resulting in customer retention by 20%
- Integrated business with modern analytical technologies such as Excel and Tableau to find new target markets
- Designed and built a segment analysis for 700 consumers to grow recurring revenue by 20%

Projects

JMA Wireless | *Lean Six Sigma Project Lead*

Jan. 2020 – May 2020

- Conducted research and visualized Pareto analysis, FMEA, etc. with Excel, Minitab, and Tableau for 5 mechanical parts and presented a final report with solutions to save \$115,029 annually
- Led a team of 3 students and coordinated with JMA's employees to ensure smooth communications regarding project progress and foster practical leadership skills

Leadership & Activities

Whitman Women in Business | *President*

May 2020 - Present

- Plan and execute 5 online networking events for students to expand professional network
- Visualize and oversee official website to maintain user engagement and promote valuable professional resources
- Collaborate and connect with e-board members for feedback and event ideas