

Contact

www.linkedin.com/in/passioninmarketing (LinkedIn)

Top Skills

Data Analysis
SQL
Statistics

Languages

English (Full Professional)
Chinese (Native or Bilingual)

Certifications

SAS Certified Statistical Business Analyst Using SAS 9: Regression and Modeling
SAS Certified Advanced Programmer for SAS 9
SAS Certified Base Programmer for SAS 9

Mary Yan

Sr. Marketing Data Scientist at Experian
Orange County, California Area

Summary

10-year experience in marketing data analytics and enthusiastic about ML modeling. Hands-on with AWS Redshift (EMR), Salesforce, Oracle SQL, Adobe Analytics, mining insights out of big data of web, CRM, financial, demographic and social psychological data for clients of 40+ industries. Passionate for work, self-motivated, strong client focus, curiosity and quick learner.

PERSONAL HIGHLIGHTS

- Analytics Enthusiast with SAS, R and Python on Predictive Analysis, Time Series, Regression, and SQL on Data ETL;
- Data Operator with Tableau, Alteryx, OBIEE, SAP BusinessObject, VBA and ArcGIS on business insight dashboard;
- Marketing Data Expert in Loyalty CRM database, DTC, Direct Mail, Acquisition Email, Digital Display (CPM, UAP, CTR, RTB, and retargeting), Mobile, Google Adwords, and Salesforce.com.
- Database Practitioner with Oracle ODBC, SQL Server, AWS, Citrix and DB2 relational database experience;
- Office Tool Master in Excel (Advanced)/PowerPoint, Adobe Acrobat, and SFTP/FTP Software/UNIX;

Experience

Experian

Sr. Marketing Data Scientist
November 2018 - Present (1 year 5 months)
Costa Mesa, California

Allergan

CRM Loyalty, Sr. Data Analyst
June 2017 - November 2018 (1 year 6 months)
Irvine, California

Managed CRM Loyalty Campaigns by designing offers with estimated ROI to win budget from brand team, selecting target cohorts for quarterly customer retention and engagement campaigns to increase cross product usage and

prevent lapse, self-developing 3-pager pdf diagnostics for 4500+ participating practices by VBA, creating Post Campaign Analysis reports to summarize ROI and learnings and building Contact History Database for modeling purpose (2017 - 2018)

Developed 50-metrics weekly dashboard for ELT (Executive Leadership Team) reporting YOY changes and generalizing trends in Enrollment, Consumer Engagement by Products, Cross Product Usage and Consumer Spend, highlighting key metrics for Mobile APP Usage (logins and unique logins), and Email Campaign Performance (CTR, CTOR and ROI). This dashboard has been used as important referrals and received frequent compliments, and questions. (2017 - 2018)

Forecasted 4 KPIs using Time Series Analysis instead of traditional Moving Averages to support budgeting process and winning 30%+ budget as a result (2018)

Conducted UAT Test of Marketing Automation UI on working closely with consulting company, IT, and product development team to build User Cases, validate the UI functions, document defects and make improvement recommendations (2018)

Developed customer retention campaign by identifying 42 relevant variables from 1500 dataset by business rules, selecting top impactful variables by Random Forest, running Logistic Regression using R and scoring consumers with propensity to response. As a result, the campaign achieved 50% above average response rate and ROI and the model is validated by third party consulting company (2017)

Valassis

8 years 7 months

Sr. Marketing Data Analyst

April 2011 - March 2015 (4 years)

Greater Los Angeles Area

Worked as pilot team member on bank data, solely accomplished database analysis from beginning till end including ETL, customer address validation, customer segmentation analysis and young generation clusters identification, generated custom report and presented professional insights to client. Converted client from saturation marketing to targeted media planning for

checking account prospect acquisition campaign winning \$200K budget from 10 major banks and credit unions (2014-2015)

Created 20-million households targeted display marketing recommendations focusing on customers with health-organic lifestyle within store trade area winning \$800K annual budget and receiving 20% above average Click Through Rate (CTR) for major organic food store (2014)

Supported major high-end grocery stores' on-boarding process by generalizing 4 pre-contracted media companies' profiles into one, retargeted customers for low-end stores, streamlined mismatching geographies, and created maps with GIS (Geographic Information System) for current and future mailing profile winning \$16 million 3-year contract and Platinum Performance Award (2014)

Trained 4 analysts completing 16 ad-hoc newspaper inserts and direct mail media recommendations for current and grand opening stores in 2 days, used Excel formulas to calculate mailing efficiency and successfully converted newspaper only client to newspaper insert and direct mail mixed account winning \$1.2 million contract renewal for major farm store (2014)

Designed 150-market Hispanic Market Snapshot using Alteryx for sales team showing demographic, education and income information and media options including digital, Hispanic newspaper insert, and direct mail's volume with maps winning Hispanics campaign budget. Company Vice President presented this report at Alteryx Conference as a success story. (2014)

Marketing Data Analyst

December 2007 - April 2011 (3 years 5 months)

Greater Los Angeles Area

Served as Subject Matter Expert on Internet-based Integrated Media Optimization (IMO) team by performing beta stage onsite tests in Michigan and online enhancement tests, recording defects and solutions for testing cases, preparing Quick Reference Card in helping coworkers to smoothly transfer to the new system and sharing success stories. Won IMO Contribution Award in 2008. (2008-2011)

Performed million record CRM database analysis by fixing 26 broken-link MS Access Macros with limited clues and creating Excel formulas and Macros to summarize customers and sales information. Created direct mail and newspaper inserts media recommendations by applying demographic,

behavioral, and lifestyle data and generated 5000+ store maps with delivery boundary uploaded and competitors displayed by GIS with result of achieving seamless transfer of \$6 million revenue account and winning Platinum Performer Award in 2010. (2007-2011)

Designed 125 major markets 15 million households direct mail and newspaper insert recommendation targeting families with children having high tendency to buy DVDs winning \$1.2 million national holiday DVD coupon distribution budget from major entertainment studios. (2008-2009)

Associate Marketing Data Analyst

September 2006 - December 2007 (1 year 4 months)

Greater Los Angeles Area

Converted competitor's trade area boundary to standard geography in GIS system, created comparison maps showing targeted and wasted geographies, proved mailing efficiency in report and won revenue increase from \$1,000 to \$4 million from major grocery chains (2007)

University of California, Irvine

Teaching Assistant

January 2003 - March 2006 (3 years 3 months)

Irvine, CA

Instructed 200 students of Economics courses by summarizing lecture in discussion, answering questions during office hour and grading tests using standard grading machines.

Accenture

HR Intern

June 1999 - April 2001 (1 year 11 months)

Shanghai City, China

Maintained MS Access H.R. database, corresponded to candidates with interview or resume rejection information and coordinated 5-round interview schedules.

Education

University of California, Irvine

Master's Degree, Demography and Marketing · (2005 - 2006)

University of California, Irvine

Master of Arts (M.A.), Economics · (2002 - 2005)

University of Shanghai for Science and Technology
Master, Economics · (1999 - 2002)

University of Shanghai for Science and Technology
B.A, Finance · (1995 - 1999)