

YI-CHEN, LIN (Cinny)

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PROFESSIONAL EXPERIENCES

ingarden: Superfood Microgreen Growing Kit

Remote (New York, United States)

Business Intelligence Analyst

Jan 2022 - Present

- Translate data analyses to marketing recommendations by customizing channel grouping, onboarding content managers with utm link structures, and building automated reporting dashboards by platforms and campaigns

Grace: Accelerate Female Entrepreneurship

Berlin, Germany

Product Manager

Sep 2021 - Dec 2021

- Led product development of the MasterMind program from conception to launch, through user research, A/B testing, and prototyping; defined MVP with tech and sales teams; received 96% satisfaction in beta program

German Federal Ministry of Economic Affairs (BMWi)

Remote (Berlin, Germany)

Data Scientist for Social Good

June 2021 - Aug 2021

- Forecasted for regional level unemployment rate using VAR that outperformed benchmark by 4% in accuracy
- Built an internal tool that provided policymakers insights on allocating €3B Covid funding to 401 counties

Wave Learning Festival

Remote (Shanghai, China)

Data Team Lead

June 2020 - Aug 2021

- Increased registrations by 200% through retention analysis and targeting under-resourced communities
- Streamlined enrollment process for operation and helped 22% more students get into their desired courses

OrCam: Help People who are Blind or Visually Impaired

Jerusalem, Israel

Product Management Assistant

June 2019 - Aug 2019

- Launched two products in Taiwan through cross-functional collaboration between international stakeholders, engineering and marketing teams; received 233 media clippings and 222K views on [my marketing campaign](#)

EDUCATION

New York University

Berlin, Germany; London, UK; New York, USA; Shanghai, China

B.Sc. Data Science (GPA 3.78/4)

Sep 2018 - May 2022

- **Awards:** Dean's List, Man Shi Global Future Scholarship for academic excellence
- **Leadership:** VP at TAMID Group, led consulting case-studies for 50+ members, with 70% weekly engagement and 45% applicants receiving competitive summer fellowship with 6% acceptance rate

SKILLS & INTERESTS

- **Methodologies & Tools:** Agile, Scrum, Kanban; Google Analytics, Tableau, Figma
- **Programming Languages:** Python (proficient), SQL (proficient), R; HTML/CSS; LaTeX
- **Languages:** Chinese (native), English (bilingual proficiency), German (B2 proficiency)
- **Research Interests:** gender entrepreneurship, irrational artificial intelligence, trust engineering