

Leyun Yuan

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EDUCATION

University of Maryland, Smith School of Business

College Park, MD, USA

Master of Science in Marketing Analytics

Dec 2025

University of San Diego, Knauss School of Business

San Diego, CA, USA

Bachelor of Business Administration in Marketing, Minors in Communication Studies and Visual Arts

May 2023

SUMMARY

Marketing analytics graduate skilled in digital marketing, data analysis, and content creation. Seeking an entry-level analyst or marketing role to apply data-driven strategies and creative insights.

TECHNICAL SKILLS

Programming Language: R, SQL, Python

Software: Excel, Tableau, SPSS, SAS, Qualtrics, Google Ads, Meta Business Suite, Wix

Video Editing & Graphic Design: DaVinci Resolve, VN Cut, DSLR Camera, B-roll, Canva, Procreate, Adobe Creative Suite

Language: Proficient in Chinese and English, basic French and Japanese

Marketing & Digital Skills: Digital Marketing, A/B Testing, Google Analytics, Content Development, Multi-tasking

WORK EXPERIENCE

NSF I-Corps, University of Maryland

College Park, MD

Commercialization Consultant

May 2025 - Jun 2025

- Conducted 20+ customer discovery interviews across engineering and tech sectors to evaluate commercial viability for an early-stage quantum tech innovation
- Translated complex technical concepts into actionable market opportunities and strategic messaging

Sweet Vibe

San Diego, CA

Digital Marketing Specialist

Sep 2023 - Jul 2024

- Crafted and executed a content strategy that grew Instagram followers by 600% within one month by leveraging curated visuals, local influencer partnerships, and UGC campaigns
- Designed and launched a brand website using Wix while leading visual design and photography, resulting in improved customer engagement and increased client bookings

PROJECT EXPERIENCE

Spotify: "Catalyze" Concert Strategy | Python, R, Excel, Tableau

College Park, MD

6th Annual Datathon Competition: 3rd place at Finale

Apr 2025 - Apr 2025

- Collaborated with a team of six to design a data-driven concert strategy for Spotify using ROI and efficiency models based on fan engagement and streaming data
- Proposed a gamified in-app user journey and immersive concert concept, "Catalyze," focused on increasing fan loyalty through interactive features and reward systems
- Developed financial forecasts and dynamic ticket pricing to optimize event profitability, while designing a multi-phase digital marketing campaign using UGC, social tools, and AI

T-Mobile: Customer Retention & Sentiment Analysis | R, Excel

College Park, MD

Action Learning Project

Jan 2025 - Mar 2025

- Conducted exploratory data analysis and linear regression modeling to identify customer retention drivers from raw T-Mobile data, focusing on sentiment, joining reasons, and demographics
- Found that negative word-of-mouth sentiment reduced retention by over 41%; developed actionable strategies to improve customer loyalty through targeted segmentation and UGC campaigns
- Created data visualizations and storytelling dashboards to present findings to stakeholders

Google Paid Search Ad Campaign: USD Marketing & Communications

San Diego, CA

MKTG 341 Digital Marketing

Jan 2023 - May 2023

- Targeted incoming student market using a \$2,000 budget over 3 months with a campaign theme focused on DEI x School of Engineering
- Performed keyword research and Google trend analysis to develop and adjust ads through an iterative process over 3 rounds of ad modification
- Results: Total Clicks: 2,626, Total Impressions: 39,423, CTR: 6.66%, Growth over time: 10.42%