

# Leyun Yuan

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## EDUCATION

### University of Maryland, Smith School of Business

Master of Science in Marketing Analytics

College Park, MD, USA

Dec 2025

### University of San Diego, Knauss School of Business

Bachelor of Business Administration in Marketing, Minors in Communication Studies and Visual Arts May 2023

San Diego, CA, USA

## 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%