

FIRST LAST

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PROFESSIONAL EXPERIENCE

RESUME WORDED

San Francisco, CA and New York, NY

Analytics Manager

2013-Present

Senior Data Analyst

2015-2017

Data Consultant

2013-2015

- Launched Miami office with lead Director and recruited and managed new team of 10 employees; grew office revenue by 200% in first nine months (representing 20% of company revenue)
- Promoted within 12 months due to strong performance and organizational impact (one year ahead of schedule)
- Developed strategic insights across 5 product teams, including revenue, marketing and operations departments

Selected Project Experience

- Operations Improvement Project
 - Drove redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
 - Identified steps to reduce return rates by 10% resulting in an eventual \$75k cost savings
 - Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%
 - Led 2 business analysts to automate repetitive process flows using Excel Macros / VBA and reduce analysis time by 10+ hours per week
- Marketing Campaign for Launch of New Product
 - Designed merchandising strategies for grocery retailers based on regression analysis identifying key store attributes to increase traffic and conversion; resulted in a 25% sales lift
 - Identified changes to assortment, distribution, and marketing using financial and behavioral analysis that enabled better targeting of customers, resulting in \$1M growth
 - Designed, executed, and optimized digital marketing campaign on Google AdWords; led to 20% increase in ROI

INSTAMAKE

New York, NY

Project Manager

2012-2013

- Led evaluation and selection of new CRM system; spearheaded a cross-functional team (Technology, Business Development, Management) to implement the system; successful adoption accelerated revenue growth by 25% in 1 year
- Refined outsourcing strategy, resulting in increased offshore headcount from 12 to 95 employees
- Managed redevelopment of internal tracking system in use by 125 employees, resulting in 20+ new features, reduction of 20% in save/load time and 15% operation time
- Designed training and peer-mentoring programs for the incoming class of 25 analysts in 2017; reduced onboarding time for new hires by 50%

EDUCATION

GROWTHSI

San Francisco, CA

Master of Science in Management with Honors; Major in Management

2011-2012

- Awards: Bill & Melinda Gates Fellow (only 5 awarded to class), Director's List 2017 (top 10%)

RESUME WORDED UNIVERSITY

New York, NY

Bachelor of Engineering, Major in Computer Science; Minor in Mathematics

2007-2011

- Completed one-year study abroad with Singapore University

ADDITIONAL INFORMATION

- Technical Skills: Advanced in Java, PHP, Javascript, HTML/CSS; Proficient in MATLAB
- Languages: Fluent in French (native), English; Conversational Proficiency in Chinese
- Certifications: CFA Level 2 (August 2016), Passed Resume Worded examinations
- Awards: RW's Top 30 Under 30 (2011); Won nationwide case competition out of 500+ participants (2013)