

YINHAO YANG

Data Analyst

EU citizen. Data analyst in training with a product marketing and employer branding background. Curious about tech, process automation, and machine learning with the ability to adapt rapidly to any Tech Stack. My mission is to maximise the growth opportunities for international companies.



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WORK EXPERIENCE

Data Analyst Ironhack

05/2023 - Present Amsterdam

Intensive 3-month bootcamp focussing on 3 important pillars

Achievements/Tasks

- **Data Wrangling, Data Cleaning**, APIs, and Web Scraping using MySQL and Python
- Visualised data and insights through **inferential statistics** and probability, and **Business Intelligence (BI)**
- Built, trained, and evaluated models by using **scikit-learn** machine learning library
- 9 projects on predicting customer insights specialised in banking, Fin-tech, and IT sectors

Product Marketing Manager Elsevier

04/2020 - 05/2023 Amsterdam

Elsevier is a leader in information and analytics for customers across the global research and health ecosystems

Achievements/Tasks

- Defined a 3-year roadmap with a team of product directors, sales managers, and communication managers.
- Launched a corporate-level product: Pathways to Net Zero globally, **driving 1M audiences** across email and social platforms in 3 months
- Enabled growth in top-line metrics: 23 new digital products launched since April 2020, 8% average annual increase in user submissions, 10% increase in daily active usage & downloads

Employer Branding Manager Maastricht University

09/2016 - 03/2020 Maastricht

Maastricht University is the most international university in the Netherlands known for its innovative education model

Achievements/Tasks

- Spearheaded **new brand vision: Go the Extra Mile** and co-led a 5-year customer roadmap for emerging markets
- As the **User Segmentation Expert**, rallied 25 senior managers to define and iterate 4 user personas and created individual video stories & digital materials to feature in all campaigns
- Enabled growth in top-line metrics: 3% average annual increase in study applications, 1.2% increase in overall market share

SKILLS

Data Analysis

Machine Learning

BI

UX/UI

Tableau

Python

Extract, Transform, Load (ETL)

SQL

Project Management

Product Marketing

PERSONAL PROJECTS

Predictive modelling on user patterns - Banking mobile app (02/2023 - 04/2023)

- The project is to predict the factors that convert potential subscribers of the mobile app based on their user patterns, demographics, and other related data
- Required tools: Python, mySQL, pandas, numpy, seaborn, sklearn, tableau
- https://github.com/Verionyang/Project_User_usage_Banking_App

Ironhack Hackathon 2023 (03/2023 - 05/2023)

- A song recommendation application that will recommend you songs ranked in the Rolling Stone's 3000 Greatest Songs of All Time based on your history on Spotify.
- This project is awarded the **1st place**.
- Required tools/skills: Python, API, Web Scraping, Unsupervised learning (clustering analysis)
- <https://github.com/Verionyang/lab-clustering-songs>

EDUCATION

Master Of Science: IB - Strategic Marketing
Maastricht University

09/2014 - 08/2015

Maastricht

Bachelor Of Science: Finance
Shanghai University of International Business and Economics

09/2010 - 08/2014

Shanghai

LANGUAGES

English

Native or Bilingual Proficiency

Chinese

Native or Bilingual Proficiency

Dutch

Full Professional Proficiency

French

Limited Working Proficiency

Japanese

Limited Working Proficiency