

YINHAO YANG

Data Analyst

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 (Bootcamp) Ironhack

02/2023 - 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 **by using BI through Tableau**
- 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

Prediction on potential new subscribe users - Fin-tech mobile app (02/2023 - 04/2023)

- The project is to predict who the potential subscribers of the mobile app would be based on their user patterns, demographics, and other related data
- Required tools: Python, mySQL, pandas, numpy, seaborn, sklearn

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

INTERESTS

Volleyball

Trained Musical Singing

Fitness

Tennis

CrossFit

Language Studies