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 (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

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

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