

Arne Huang

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INTRODUCTION | I'm an associate technology analyst at Citi completing my first 12-month rotation. I'm looking to gain further product management experience at a smaller, more agile company.

CURRENT ROLE | **ASSOCIATE TECHNOLOGY ANALYST (ROTATIONAL)**
CITIGROUP
JUNE 2016 - PRESENT

In my first 12-month rotation I'm primarily involved with managing support features for Citi's research product, CitiVelocity.com. I am also involved in projects for 3 other products: FX Velocity, Rates Velocity and Futures.

Achievements for CitiVelocity.com:

- **Decreased average support ticket time from 17 minutes to 12** by spearheading the "Mimic" function which allows support teams to diagnose user issues by completely mimicking user profiles
- **Reduced subscription related queries from clients by 30%** through a rework of the subscription manager
- **Reduced how long access request tickets remained open for by 15%** by introducing automated requests for approval from sales
- Initiated the conversion from research to trading (**currently 20% of DAU click through**) by implementing a one-click link to our trading platforms from our research articles

I achieved the above by constantly gathering information:

- I'm always talking to internal and external users, formally and informally, *trying to determine pain points*
- I'm constantly analyzing what's out in the market: *the current trending features that stick*, as well as *our competitors' features*
- I'm in constant communication with sales, marketing, support and engineering *taking in their insights and tracking KPIs*
- *I analyze usage metrics and KPIs* to determine if any actionable insights are present as priorities

I synthesize all of the above information in order to identify product opportunities, advise on priorities for the next sprint, and lay out the roadmap in the short and long term.

EXPERIENCE | DATA SCIENTIST CONSULTING INTERNSHIP
CUSTOMER MARKETING GROUP
MAY 2015 – AUGUST 2015

Worked with two clients, Tena and Wholesome Sweeteners, who came with the goal of driving more top line revenue.

1. I started by deep diving into sales data - visual explorations, summary statistics. I no longer touch the mouse using Excel.
2. I then generated informed hypotheses - "a 20% discount during holiday season will result in 30% lift"
3. I tested these hypotheses: linear / logistic regression, ANOVA, cross-validation. Contributed to a custom R package.
4. For statistically significant improvement, I built forecasts in R
5. Along with upper management, I presented 7 key findings to the clients.

During my time here I also built a generalized inventory model to track how much product distributors are warehousing. This model led to the discovery of several distributors diverting the inventory of our clients. Partnering with upper management, I presented this insight to key stakeholders.

EDUCATION | UNIVERSITY OF WATERLOO, WATERLOO, ONTARIO, CANADA
BACHELOR OF MATHEMATICS

Double major in Statistics and Psychology, Dean's Honour List

Led two research projects winning \$10000 in undergraduate research awards

Relevant Courses: Data Structures & Algorithms, Managing Information Systems, Databases, Networks, Financial Computation, Forecasting, Generalized Regression Modeling, Experimental Design