

Brian No

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EDUCATION

University of California, Berkeley

Aug. 2020 – May 2024

Bachelor of Arts in Data Science

EXPERIENCE

Data Analyst

Aug. 2024 – Present

IBM

New York City, NY

- * Supported an overhaul of the marketing measurement model to reflect accurate impact of different marketing channels and tactics on sales pipeline
- * Analyzed industry and regional trends for the IBM Planning Analytics product using SQL and optimized the marketing-to-sales funnel by reducing non-viable sales workloads, leading to a projected 5x increase in lead conversion
- * Drove time series and persona-based analyses of marketing interactions from B2B clients to streamline account-based marketing efforts using Python (NumPy, pandas, plotly) and SQL; led to a 4x lift in conversion rate
- * Designed and deployed cumulative weekly, quarterly, and annual objectives across all IBM brands, geographies, and marketing disciplines in collaboration with performance marketing leads, driving 10% lift in funnel throughout due to increased operational discipline

Data Analyst Intern

May 2023 – Aug. 2023

IBM

New York City, NY

- * Investigated client base data of over 250K+ customers within DB2 using SQL and Tableau to identify key trends, resulting in 3 new data-driven recommendations for new client acquisition with potential to add \$600M+ in revenue
- * Segmented new routes of the client buyer journey to assist with product-led-growth initiatives and overall development within the marketing funnel
- * Conceptualized and designed presentations using PowerPoint and Tableau; delivered findings to audiences of 100+ attendees, which included both managers and vice presidents of the company.

Data Analyst Intern

June 2022 – Aug. 2022

Digitas North America

San Francisco, CA

- * Utilized Google Cloud Platform and Microsoft Excel to extract, transform, and clean data from TikTok, Snapchat, and Facebook used for dashboards; identified and analyzed key metrics to transform data into actionable, solution-focused information presented as deliverable to Sephora client weekly
- * Coordinated team of 6 interns to collaborate and present a \$5M mock campaign to 10+ members of Under Armour team promoting brand products awareness among teens and young adults

Data Science Academic Intern

Dec. 2021 – May 2022

University of California, Berkeley

Berkeley, CA

- * Advised and helped 30+ peers with introductory data science concepts (A/B testing, Hypothesis Testing, Inference/Prediction, etc.) through Jupyter Notebooks (NumPy, pandas, matplotlib)
- * Encouraged analytical thinking and promoted an interactive problem-solving approach in manipulating data

PROJECTS

NBA Machine Learning Position Classifier | *Python, matplotlib, NBA API, scikit*

June 2022 – Aug 2022

- * Leveraged Python scripting to extract statistics from NBA website and optimize data models
- * Cleaned and optimized data to compare accuracy of classification techniques (K-Nearest, Logistic Regression, Decision Tree, Random Forest) in predicting NBA player positions

SKILLS

Coursework: Structure and Interpretation of Computer Programs, Data Structures and Algorithms, Principles Techniques of Data Science, Data Engineering, Data Mining and Analytics, Probability and Statistics for Data Science

Interests: Basketball, Cello, Lacrosse, Storytelling

Skills: Python (NumPy, pandas, SciPy), SQL, R, Tableau

Awards: Regents' and Chancellor's Scholarship