Brian No

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EXPERIENCE

Data Analyst — Aug. 2024 – Present
IBM — *New York City, NY*

- Supported an overhaul of the marketing measurement model using DB2 SQL and Spark to reflect accurate impact of different marketing channels and tactics on sales pipeline
- Collected, compiled, and 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 uplift 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
- Developed in-depth marketing funnel analysis across disciplines to provide structured strategy and data-driven insights into OKRs

Data Analyst Intern — May 2023 – Aug. 2023
IBM — *New York City, NY*

- Conducted in-depth SQL analysis on a 250K+ customer database within DB2, identifying key behavioral patterns and segmentation opportunities to refine targeting strategies
- Constructed interactive Tableau dashboards to visualize customer trends, leading to strategic recommendations that enhanced new client acquisition efforts; projected to have a revenue impact of $600M+
- Implemented A/B testing with web traffic for IBM pricing pages and CTA placements, identifying high-performing strategies that increased response conversions for trials and demos by 15%

Data Analyst Intern — June 2022 – Aug. 2022
Digitas North America — *San Francisco, CA*

- Extracted, transformed, and cleaned ad performance data from TikTok, Snapchat, and Facebook using Google Cloud Platform and Excel; 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

EDUCATION

University of California, Berkeley — Berkeley, CA
Bachelor of Arts in Data Science — *Aug. 2020 – May 2024*

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

PROJECTS

NBA Machine Learning Position Classifier | *Python, matplotlib, NBA API, scikit-learn*   June 2022 - Aug 2022

- Engineered a machine learning pipeline to classify NBA player positions using advanced statistical features extracted from player performance data
- Implemented and compared multiple classification algorithms, including K-Nearest Neighbors, Logistic Regression, Decision Tree, and Random Forest; achieved 74% predictive accuracy

TECHNICAL SKILLS

Languages: Python, SQL (DB2, PostgreSQL), HTML/CSS
Tools: VS Code, Jupyter Notebooks, Google Analytics, GitHub, Tableau, Salesforce, Adobe Analytics
Libraries: pandas, NumPy, Matplotlib, scikit-learn, plotly, seaborn