Barry Yu, MBA

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SUMMARY

An MBA candidate with over 5 years data driven research experience and data engineering experience in the machine learning. A self-starter with strong communication, analytics, and project management skills, I excel in learning new technology as well as leading cross-functional and cross-regional projects in a fast-paced environment.

PROFESSIONAL EXPERIENCE

Renaissance Entrepreneurship Center San Francisco, CA
Project Manager Jan 2021 – Present
- Manage monthly project budget of $50,000 to run the business mentorship program and review funding application
- Work directly with Stakeholders for conceptualizing the branding and positioning, as well as set KPIs and expectation
- Launch CRM system for measuring and improving data quality, leading to a 35% reduction in human labeling costs and a 40% increase in data usability

United Nations New York, NY
Statistician Intern, Department of Economic and Social Affairs April 2021 – August 2021
- The Sustainable Development Goals – Work with World Bank, WHO, UN Population, and UNICEF to create 2021 Global SDG report, facilitating the progress charts of 17 sustainable goals and presenting to the Head of Government
- UN Household Survey Clustering Analysis – Utilize Scikit-Learn library in Python to develop a machine learning model for categorizing the purpose of each survey and accurately removing the duplicates by 35%
- Data Aggregation Automation – Establish Python script to extract text from 5TB metadata files from 193 UN Members

Publicis Groupe Los Angeles, CA
Data Analyst, Analytics Oct 2019 – Oct 2020
- Established and implement a report automation system for Disney, which streamline the reporting process by providing a standardized media performance dashboard, reducing iteration time by 70%
- Built Post Campaign Analysis (PCA) report and optimization plans for Disney Campaigns derived insights from campaign performance across multiple initiatives, and present strategic recommendations

Statista New York, NY
Market Research Analyst Intern Jan 2019 – May 2019
- Redesigned prediction models for 2019 – 2020 room prices and integrated with classic machine learning classifier, such as Random Forest and Elastic Net
- Launched reporting dashboard using Tableau to enable data visualization and monitor key performance metrics that expanded senior leadership's understanding of marketing campaign performance

JD.COM Beijing, China
Market Research Analyst Intern June 2018 – Sept 2018
- Developed A/B testing on different advertising strategies and evaluated every option based on cost-benefit analysis framework, resulting in a direct increase in sales of 1.8 %

EDUCATION

Pepperdine Graziadio Business School Los Angeles, CA
MBA, Concentrations in Finance and Applied Analytics Aug 2020 - Aug 2022

New York University New York, NY
Master of Science, Integrated Marketing Aug 2017 - May 2019

University at Albany, New York State University (SUNY) New York, NY
Bachelor of Science, Applied Econometrics Aug 2013 - May 2017

SKILLS AND INTERESTS

- Programming: Python (pandas, NumPy, matplotlib, scikit-learn), RStudio

- Databases: MySQL, MS SQL Server, PostgreSQL, Oracle SQL Server