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

United Nations   New York, NY
Statistician Intern, Department of Economic and Social Affairs   April 2021 – Present
- 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 %
- Provided insights and recommendations on email deliverability issues and conversion rate increased by 15%

Epic Commercial Realty   New York, NY
Marketing Intern   Jan 2018 – June 2018
- Promoted the company newsletter on social media accounts, including LinkedIn, Facebook, and Twitter
- Consulted potential investors by building robust investment proposals and in-depth financial insights prior to investment engagement.

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