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 AnalyticsAug 2020 - Aug 2022

**New York University** New York, NY

Master of Science, Integrated MarketingAug 2017 **-** May 2019

**University at Albany, New York State University (SUNY)** New York, NY

Bachelor of Science, Applied EconometricsAug 2013 **-** May 2017

**SKILLS AND INTERESTS \_\_\_\_\_\_\_\_\_\_\_ \_**

* Programming: Python (pandas, NumPy, matplotlib, scikit-learn), RStudio
* Databases: MySQL, MS SQL Server, PostgreSQL, Oracle SQL Server