

David Ly

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BUSINESS ANALYST

Seeking to leverage strengths into an entry-level analytical position with potential for growth and advancement. Specialties include intermediate knowledge of Microsoft Excel, discovering efficient strategies in behavioral marketing, and cultivating positive cliental relationships.

EDUCATION

Bachelor of Arts in Economics

University of California, Irvine — June 2015

• *Relevant Coursework: Management 1, Managerial Economics, Money and Banking*

EXPERIENCE

Business Analyst Intern – Twelve Springs, Inc. – Irvine, CA

Jul 2015—Present

- Contribute insights into planning business marketing strategies and analysis which improving rates of inquiries through the creation of a testing system with over 250% positive data coming from predicted low months
- Created a business model for developing marketing campaigns, which resulted in over 100% increase of predicted bookings, revenue, and inquiries for a period
- Design studies to help implement new data modeling, improvements, feedback, targeting and more with the use of economical strategies that relied heavily on the idea of behavioral psychology
- Lead and develop new reporting templates, weekly, monthly report with both quantitative and visual data
- Manage areas of the marketing as a multifunctional operation with knowledge of the processes of business, sales, with the usage of information gathering, and data analyzing
- Analyzed sales activities, external customer data, performed competitors' analysis, SWOT analysis, house market research analysis, and provided insightful feedback
- Organize databases into Tableau and Excel to meaningful databases for various levels from operational to executive review
- Integrate market research information into company system to produce new insights with analyzed metrics to identify effect-cause relationships between financial outcomes and identifiable resources that lead to improved marketing strategies to target potential groups with the production of 100+ of customer data per month
- Control revenue management with elaborate, creative, business process designed to optimize pricing and performance strategy to target customer segmentation, forecasting, and other market conditions necessary
- Use postgresSQL and python to extrapolate, clean, and organize raw data

Business and Marketing Intern – University of California, Irvine Kababayan – Irvine, CA

Sept 2014—Jun 2015

- Generated over \$20000 in revenue from fundraising each quarter for annual events such as Pilipino American Cultural Night
- Settled sponsorships for organization activities and event from major companies such as Lollicup, Seafood City, and San Miguel
- Analyzed potential quarterly profits and implemented new marketing plans with the Business and Marketing Coordinator for the 2014-2015 school year

Temp. Data Entry Specialist – Belshire Environmental Services – Foothill Ranch, CA

Jan 2015—Mar 2015

- Excelled in extracting and organizing over hundreds of site data into system with meticulous accuracy before strict deadlines
- Created, reviewed, and updated site maps, hazardous materials business, contingency plans, monitored response plans, and more for the California State Water Resources Control Board via the California Environmental Reporting System (CERS)
- Compiled statistical information for special reports and analyzed accordingly if necessary for Belshire and CERS website
- Managed and verified other administrative operations that the office needed in order to function appropriately

VOLUNTEER HISTORY

Bookkeeper – Volunteer Animal Network – Newport Beach, CA

Apr 2015—Jun 2015

- Maintained and updated chart of accounts' information such as invoicing and checking records using QuickBooks Pro

Summer Assistant Tennis Coach – Yerba Buena High School – San Jose, CA

Jun 2010—Sept 2012

- Trained the top 2011 undefeated doubles pair in Santa Teresa Division who reached CCS and CIF tournament level
- Directed basic to advanced group-training sessions with players resulting in being one of the best in their league
- Self-developed enjoyable training programs and adjusted them accordingly to each player's abilities
- Planned and created individual evaluations that helped each player win their matches successfully in a high-ranking system

Tutor – Think Together – Santa Ana, CA

Apr 2012—Jun 2012

- Increased average test scores of students by 13% by creating effective study session routines
- Enhanced student participation in the classroom and recreational activities through cognitive thinking strategies
- Assisted in leading student developing after school tutoring program to teach underprivileged elementary children

Administrative Assistant/Volunteer – UCI Cross-Cultural Center – Irvine, CA

Sept 2011—Feb 2012

- Met donation quota by communicating with potential companies regarding their support for the center's causes
- Designed and wrote about each affiliated organization's mission statement and description on the center's website
- Hosted campus-wide events to cultivate diversity such as the CCC Conference and MLK Symposium
- Led a small group of volunteers and collaborated with interns who successfully became one of many influential students at UCI

Treasurer – Yerba Buena High School, Kiwanis International – San Jose, CA

Sept 2009—May 2011

- Oversaw the development and 60% increase of organization's financial activities from startup
- Managed all cash flow and developed all initial fundraising programs

SKILLS

- Intermediate Excel: vlookup, PivotTables, combination of formulas, tables, visual graphics, business dashboard reporting, conditional formatting
- Intermediate Tableau: statistical analysis, data visualization, geographical referencing
- Basic Python, Ruby, SQL
- Native/Conversational Cantonese
- Typing Speed 90+ WPM