

Haoyu (Kenneth) Cheng

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EDUCATION

Northeastern University	Sep 2023 - Mar 2025
• <i>MS in Commerce & Econ Development, Global Ambassador of College (GPA 3.9/4.0)</i>	
Courses: User Behavior Analytics, Big Data Analytics, Database Management, Machine Learning, Predictive Analytics	
University of California, Davis	Sep 2018 - Jun 2023
• <i>BA in Economics</i>	
Courses: Behavioral Economics, Market Research, Data Storytelling	

PROFESSIONAL EXPERIENCE

ECHOPLUS AI	Boulder, CO
Product Owner, Enterprise Marketing Analytics	Sep 2024 - Nov 2024
• Owned the end-to-end definition of the campaign performance tracking system by establishing KPI taxonomy, success metrics, and diagnostic frameworks, reducing client time-to-insight by 30%.	
• Shaped the product roadmap by prioritizing high-impact analytics use cases in Jira with growth and client success teams, ensuring focus on the most critical campaign optimization needs.	
• Designed and shipped a suite of self-serve dashboards enabling cross-channel benchmarking and anomaly detection, improving customer acquisition efficiency by 20%.	
GUGNIR & PARTNERS	New York, NY
Product Owner, Investment Portfolio Optimization	July 2024 - Sep 2024
• Defined the investment feasibility and portfolio optimization framework by synthesizing 1M+ transaction-level records, market data, and industry benchmarks to assess market attractiveness, risk exposure, and return potential.	
• Delivered data-driven market research and optimization models that converted complex transaction data into executive-ready investment recommendations, improving decision accuracy and shortening client decision cycles.	
STARBUCKS	Beijing, China
Product Owner, Growth & Localization	May 2021 - Apr 2022
• Implemented an A/B testing–driven budget reallocation strategy by diagnosing fragmented campaign performance, designing segmentation-based experiments to match optimal campaign types to each channel, and reallocating spend based on statistically validated ROI, reducing annual marketing costs by ¥500K while maintaining stable activation rates.	
• Led cross-functional alignment across marketing, operations, and regional stakeholders by defining shared success metrics, experimentation protocols, and rollout timelines, turning business objectives into executable growth experiments and accelerating decision-making and execution quality.	
• Productized localized growth mechanisms by embedding user segmentation and eligibility logic into promotion rules, enabling scalable personalization that increased user retention by 22% and delivered an 18% uplift in segmented-promotion revenue.	

PROJECT

ANCHOR User-Centered Mood Tracking Product	Sep 2025 - Present
Founder/Product Owner/Developer	
• Independently drove 0→1 product creation by transforming an initial concept into a functional MVP within days, defining the value proposition, user personas, and success metrics, and shipping a complete end-to-end product experience.	
• Owned roadmap and execution by translating product vision into phased milestones and converting user needs and UX flows into engineering-ready requirements, bridging product and development to sustain rapid iteration and delivery.	
Behavior-Driven Pricing Strategy for Revenue Growth	
• Developed a data-driven pricing optimization framework using demand elasticity modeling and user segmentation, informing regional pricing decisions and driving a 10% increase in ARPU over 6 months.	
• Translated statistical outputs into actionable pricing recommendations by integrating LASSO regression with macroeconomic indicators (GDP, CPI), enabling more defensible and scalable revenue strategies.	

SKILLS

- **Technical Skills:** SQL, Python, Tableau, PowerBI, Databricks, Azure, GitHub, VS Code, Jira, Miro
- **Competency:** Machine Learning Operations, Prompt Engineering, LLM Evaluation, Agentic Workflow Design, Data Pipeline Design & Validation