

Haoyu (Kenneth) Cheng

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EDUCATION

Northeastern University

Sep 2023 - Mar 2025

- *MS in Commerce & Econ Development, Global Ambassador of College (GPA 3.9/4.0)*

Courses: User Behavior Analytics, Big Data Analytics, Database Management, Machine Learning, Predictive Analytics

University of California, Davis

Sep 2018 - Jun 2023

- *BA in Economics*

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

Founder/Product Owner/Developer

Sep 2025 - Present

- 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