

# CHAU SHYANG CH'NG

Data | Product | Tech

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## SUMMARY

Experienced data lead with 7 years of expertise in merging data with products and businesses, including 3 years in product management roles in both start-up and multinational environments. Eager to take on a challenging product management role where I can craft beloved products through the power of data and insights. My track record includes leading diverse teams, executing successful product launches, and generating actionable insights.

## EDUCATION

### University Tunku Abdul Rahman

Bachelor's Degree in Actuarial Science  
2016 – 2020

## SKILLS

- SQL
- Python
- Machine Learning
- Web Development
- Data Analytics
- Data Engineering
- Agile-Scrum
- Problem Solving

## PROFESSIONAL EXPERIENCE

### Lead Data Product Manager

Biomark | Oct 2022 – Present

- Oversee and lead the data team, responsible for managing data pipelines, constructing data warehouses, and providing data-oriented business direction.
- Design and implement data infrastructure, automating data transfer from multiple sources and ensuring data integrity.
- Prioritize data product backlogs and user stories to align with business objectives.

Projects:

- Pioneered the adoption of cutting-edge data technologies (Snowflake, DBT, Airbyte, DuckDB, Prefect), resulting in a 3X enhancement in query performance.
- Developed and implemented GPT Prompt to automate PDF medical report extraction, improved efficiency by 2X.
- Key contributor to shaping data pipelines and structures supporting informed data-driven product decision-making.

### AI Product Manager

MoneyLion | July 2021 – Oct 2022

- Led the AI and data science functions for MoneyLion Marketplace and Feed, aligning product focus and AI strategy with the company's strategic vision.
- Pioneered data-driven hypotheses to drive product enhancements, conducting impactful A/B tests and collaborating closely with data scientists on advanced statistical testing methods.
- Prioritized backlogs and provided regular updates on outcomes to stakeholders and other business units.
- Successfully collaborated with cross-functional teams to develop and launch new user flow that improved revenue growth and cross-product selling.

Projects:

- Launched content recommendation model on MoneyLion Flagship Product Marketplace and Feed that serves over 1M active users.
- Implemented statistical hypothesis tests to enhance product personalization, resulting in a 20% increase in annual revenue.

## PERSONAL PROJECTS

- AI Medical Agent  
([github.com/cshyang/langchain-pdf-medical-agent](https://github.com/cshyang/langchain-pdf-medical-agent))
- AI Todo Sumamry  
(<https://github.com/cshyang/ai-todo-summary>)
- Netflix Clone (netflix-clone-4c05e.web.app )
- Deep Learning - Fashion GAN  
([github.com/cshyang/deep-learning-tutorial/blob/main/fashion-gan.ipynb](https://github.com/cshyang/deep-learning-tutorial/blob/main/fashion-gan.ipynb))

## PROFESSIONAL EXPERIENCE

### Lead Country Market Analyst

Grab | Jan 2019 - Dec 2020

- Led analytic function in Grab Marketing Malaysia, the go-to person for data questions and data reconciliation needs.
- Conducted data mining and analysis to derive insights from disparate or converged datasets, transforming them into compelling stories.
- Established campaign analysis Standard Operating Procedures (SOP) and automated the campaign analysis process, resulting in a 70% reduction in operational efforts and time consumption.
- Created user-focused reports and dashboards using Tableau, Holistic.io, and other data tools.

#### Projects:

- Developed multi-touch attribution models for the e-Tunai Rakyat campaign 2019.
- Designed cohort analysis reports for GrabFood promotion campaigns.
- Designed and developed business intelligence dashboards for GrabFood, GrabPay, and GrabCar Malaysia.

### Digital & Analytics Consultant

Artefact | July 2017 - Nov 2018

- Acted as the main point of contact between key clients and understood client needs and objectives to provide tailored solutions.
- Developed A/B testing and account strategies based on user behavior and campaign analysis.
- Automated data pipeline using Zapier, javascript, and Python.
- Designed and developed the dashboards visualizing a holistic view of metrics and KPIs.
- Responsible for ensuring the smooth running of clients' campaigns, including effective budget control, strategy planning, and media plan and budget planning.

#### Projects:

- Executed Google Tag Manager deployment and website tagging for global clients covering 40+ websites across eight countries.
- Successfully reduced 50% of the teams' reporting time by developing automation dashboards and leveraging Supermetrics and Google Data Studio.
- Ran cross-channel campaigns (Google, FB, IG, LinkedIn, Yahoo Japan, Naver) for a set of global and regional clients and driving performance campaigns (leads, conversions)

### Digital Media Analyst

Persuasion Technologies | August 2015 - July 2017

- Developed digital strategies and business/campaign funnels.
- Achieved 30% reduction in Cost Per Lead (CPL) and Cost Per Acquisition (CPA) by implementing data-driven A/B testing on landing pages, audience targeting, copywriting optimization, and fine-tuning attribution models.
- Proficiently identified actionable insights and key business funnels derived from digital campaigns, conducted comprehensive Google Analytics audits, and performed insightful SEO audits.
- Led customer clustering and segmentation projects with machine learning.