

CYNTHIA YUE

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cynthiamyue.github.io

EDUCATION

Cornell University

M.P.S. Information Science

2017 – Present

University of California, Irvine

B.A. Anthropology and Economics

2007 – 2011

TOOLS

Technical: Python, SAS, SQL, Javascript, HTML, CSS, Google Analytics, SiteCatalyst

Creative: Adobe Creative Suite CC, Sketch, Invision, Balsamiq

PROJECTS

Cornell Information Science Master's Project – User Research for Verizon

August 2017 – December 2017

- Worked with Verizon's Open Innovation team to help increase engagement and content discoverability on their video streaming platform.
- Collected qualitative data from 200+ participants through online surveys, interviews and user testing.
- Synthesized data collected to identify key motivations contributing to users' video consumption habits.

Human Computer Interaction – Composting Crowd App

August 2017 – December 2017

- Designed a mobile app that encourages composting on college campuses.
- Conducted user research to identify goals, motivations and behaviors of target audience.
- Developed 2 lo-fi prototypes which we user tested; final deliverables consisted of a report on user insights and a hi-fidelity prototype.

WORK EXPERIENCE

UBM plc – Digital Marketing Manager

May 2014 – August 2017

- Spearheaded digital advertising efforts for a portfolio of 35 brands spanning across the technology, electronics, gaming, biotechnology and manufacturing industries.
- Demonstrated excellent leadership skills while collaborating directly with marketers, designers and engineers to develop and execute large budget campaigns from start to finish.
- Strategically applied several iterations of the conversion funnel redesign that ultimately achieved a 250% increase in conversions and a 14% decrease in costs.

Quinstreet – Online Media Associate (Web Production)

July 2012 – May 2014

- Leveraged web metrics for a portfolio of insurance related affiliate websites collectively generating over 100K weekly unique visitors to drive business decisions pertaining to SEO and content creation.
- Created a systematic approach to content promotion that substantially increased social media engagement, backlink generation and website traffic.
- Oversaw A/B tests to improve website experience and help increase conversion rates.