

PROFILE SUMMARY

Master of Business & Science, a dedicated **Data Specialist** with 3 years' experience including **Digital Platform**, **Data Lifecycle Management** as well as **Data Visualization** in Social Media, Health and Medical Device Market. Apart from possessing exceptional **analytical & problem-solving** skills, Robin is a great **team player** with excellent **communication** and presentation skills.

TECHNICAL SKILLS

Programming Language:	Advanced SQL, Python , Advanced Excel, VBA, REST API
Business Intelligence & Application:	Power BI, Tableau, Salesforce ,
Databases & Tools:	Azure SQL DB, Snowflake , Databricks, ServiceNow, Jira, draw.io

EXPERTISE

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|-------------------------------------|-------------------------------------|
| ✓ Digital Platform | ✓ Business & Functional Requirement |
| ✓ Data API Configuration | ✓ Social Media, Digital Marketing |
| ✓ Dashboard & Reporting | ✓ Biology, Medical Device Marketing |
| ✓ Data Cleansing, Data Gap Analysis | ✓ CRM Analyses, Campaign Design |

PROFESSIONAL EXPERIENCE

Premier Partner Experience Specialist | **Meta**

Jun 2022-present

- Conduct Digital Platform end to end customer/partner centric analyses including requirement collection, design, configuration, data analyses, troubleshooting, dashboard creation and presentation
- Work closely with internal & external stakeholders in terms of workflow, solutions, issues, features and insight
- Created monthly insight dashboard with summarized platform usage and partner issues to improve support workflow on enhancement of partner experience, and helped customer achieving 30% target gain
- Daily client facing activities in REST API troubleshooting, Dashboard delivery and presentation to partners

Senior Engagement Specialist | **Seres Therapeutics**.

Jun 2021-Jun 2022

- Worked on a medicine program including donor data collection, donor identification, qualification, engagement and management in a predictive way using statistical analysis
- Created lead, planed campaign and identified donors in Salesforce to maintain the relationships; developed engagement opportunities by analyzing donors' behavior; produced Tableau dashboard for payment review
- Strategic planning on donor candidate retention and recognition inactive donors through predictive analyses, which increase efficiency by 40%

ACDEMAIC PROJECT

Graduate Consultant | **Covenant Health Network**

Feb 2021-May 2021

- Built dashboard using Power BI and pulled data from CMS to provide facilities with real-time quality metrics
- Maintained and prepared data transformation in access database for queries, reporting and analysis needs.

Market Research Consultant | **Hologic Inc.**

Sep 2020-May 2021

- Evaluated data collected for critical strategic decision prioritizing improvement area to grow the U.S. medical devices market share through competitor analysis to monitor and maximize customer retention

Business Development Intern | **Quick Biology Inc.**

Jun 2020 - Sep 2020

- Organized 3 years' data in customer SQL Server database; identified methods of converting potential customers
- Created surveys to understand customer satisfaction, potential need and feedback for company improvement

Business Analyst | **California NanoSystems Institute**

Oct 2019 - Dec 2019

- Researched on potential market capacity/opportunity for a new medical product through competition analysis
- Planned FDA approval process to speed up the marketization and showcase the unique feature of the product

EDUCATION

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| • Master of Business and Science, KECK GRADUATE INSTITUTE , Claremont, CA | Sep 2019 - May 2021 |
| • Bachelor of Science in Neuroscience, MICHIGAN STATE UNIVERSITY , East Lansing, MI | Aug 2015 - May 2019 |