# Sherly (Chenyue) Wang

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## *SUMMARY OF QUALIFICATIONS*

- Experience in developing Key Performance Indicators, performing marketing research and dashboard & reporting design
- Experience in Tableau, Google Analytics, SQL, VBA and hands-on experience in large dataset management
- Excellent time management and problem-solving skills to conduct data research and continuous process improvements
- Extremely well organized with superb attention to detail, innovative thinking and strong interpersonal skills

## *SKILLS*

- Software: SAP, Access, Excel, Google Analytics, Power BI, Tableau, Minitab, SAS, SQL Server, draw.io, Jira, AutoCAD
- Programming: VBA, Complex SQL, Python, R programming, C Language

## *PROFESSIONAL EXPERIENCE*

**Market Analyst**          UnionPay International, North York          Mar 2018 - Sep 2019
- Develop core competitive advantages to foster consumer loyalty by tailoring marketing campaigns towards target customers and researching on expansion of merchant channels
- Provide active support in sales, projects, business development, marketing and operations of a global payment network
- Identify opportunities and assist business strategy planning to increase UnionPay acceptance and enablement
- Revamped the marketing strategy by planning the route of Tourist Reception and creating special promotion events, which increased market share by 10+%
- Establish and further expanded the targeted merchant network by nurturing symbiotic relationships
- Analyze an ongoing market trends, activities and competitor actions, develop KPIs to drive strong business insights and effective management of key merchants and Point of Sales
- Conduct top n analysis on merchant categories, transaction count/amount and margin growth rate analysis through time-based dashboard for management decision making

## *EXTRACURRICULAR & ACADEMIC PROJECTS*

**Reliability Engineer | *Product Design Project*, University of Toronto          Jan 2019 - Apr 2019**
- Drafted the process flow diagram for the final design. Conducted Failure Mode and Effect Analysis (FMEA) and Tolerance Analysis to maximize design's reliability.
- Worked under pressure, priorities tight project deadlines with the team to ensure the deliverables' completeness
- Provided support for customer quality complaints, internal quality issues and quality concerns by investigating the quality of products in stock and performing tests on returned products
- Collaborated with manufacturing engineers to standardize the assembly process of E-Multi system through observing in the plant, making notes, taking photos and listing all the procedures

**Data Engineer – *Data Science: Shelter Allocation Project*, University of Toronto          Sep 2018 - Dec 2018**
- Collected and cleaned data from multiple sources utilizing Python Pandas, NumPy and SQL
- Applied machine learning algorithm to predict the occupancy rate of Toronto's homeless shelter
- Provided suggestions on the Toronto's homeless shelter system

**Financial Analyst - *Drinking Water Plant Project*, University of Toronto          Sep 2017 - Dec 2017**
- Produced a financial assessment report providing acquisition recommendation on a healthcare product company
- Performed financial analysis. Estimated capital cost, operating cost and revenue through equipment quotations with vendors, financial statements forecast modeling and dynamic parameterized reporting
- Created cash flow diagrams and conducted sensitivity tests.
- Utilized Lean 5S methodology to maintain an efficient facility arrangement. Developed process to ensure FWQS compliance

**Environmental Engineer Intern - *SP Chemicals*, China          May 2016 - Aug 2016**
- Performed risk assessment on facilities and critical machineries by reviewing standard operating procedures (SOPs) and analyzing data of yearly health & safety trending.
- Based on the risk assessment, improved the inspection procedure and schedule to enhance overall inspection efficiency.
- Examined hazardous gas emissions. Assisted in root cause investigation in case of over-limit emission.
- Utilized chemical engineering knowledge to give process improvement recommendations that ensures operational safety.
- Performed periodic site inspections, submitted weekly inspection reports into records management systems.

## *ACADEMIC BACKGROUND*

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| Master of Engineering | University of Toronto | Sep 2018 - Nov 2019 |
| Bachelor of Applied Science & Engineering | University of Toronto | Sep 2015 - Feb 2020 |

Course: Financial Engineering, Statistic, Quality Assurance, Operations and Production Management for Manufacturing & Services

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| Career Training: SQL, Excel, VBA | Power Career | Nov 2019 - Dec 2019 |

Certificate: Google Analytics, Python for data science and machine learning, Automate the Boring Stuff with Python Programming