

ROBIN PENG

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OBJECTIVE

To obtain an **Application Analyst, Data Analyst** or **BI Developer** position focusing on Digital Platform, Digital Marketing, Data Analyses in various industry On Premise and/or Cloud.

QUALIFICATIONS AND SKILLS

- Rich experience in **Digital Platform Support** and **Automation**
 - Collected **Business Requirements** and delivered BRD & Function Design
 - Demonstrated ability helping customers with **user stories, KPIs** and creating **Dashboard POCs**
 - Conducted **data investigation**, data **profiling** and identified all **data gaps** for data **modeling** purpose
 - Hands-on manipulation with **large dataset** and possessed advanced **SQL** skill in **performance tuning**;
 - Designed **Customer Segmentation Dashboard** using **Power BI** including Data Modeling, Query Design, DAX formulating for measures, Visualization design, and dashboard performance optimization
 - Strong hands on REST API call support for external stakeholders to setup connection and explore various functions
 - Strong design and implementation experience with **Application design** in **Access** and **Excel** using **VBA**, Marco with solid understanding about **Business Flow, Data Model** and **Control Design**
 - Strong self-learning capabilities; quick mastering new tech required to deliver qualified work in short term
 - Possessed excellent analytical and critical thinking; Worked well under pressure as part of a team
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|----------------------------------|-------------------------------------|
| ✓ Digital Platform | ✓ Business Requirement |
| ✓ REST API Troubleshooting | ✓ Social Media, Digital Marketing |
| ✓ Data Cleansing - SQL & Python | ✓ Biology, Medical Device Marketing |
| ✓ Dashboard - Power BI & Tableau | ✓ CRM, Campaign |
| ✓ Access, Excel, VBA | ✓ Digital Marketing |

PROFESSIONAL EXPERIENCE

Premier Partner Experience Specialist | Meta, LA

Jun 2022 - Present

Conduct end to end partner centric analyses on Digital Platform including requirement collection, design, configuration, data analyses, troubleshooting, dashboard creation and presentation

- Collect and document the business requirements, user story, identify incoming sources, mining layer, receiving target and prepare business, data and route flow chart to deliver the functional design
- Evaluate, investigate, implement and troubleshoot API connection and firewall related, such as feasibilities, issues etc
- Work closely with internal/external stakeholders in terms of workflow, solutions, issues, features and insight
- Created monthly Auditing Dashboard with summarized platform usage and issue statistics to improve support workflow on enhancement of partner experience, and helped customer achieving 30% target gain
- Daily REST API troubleshooting with partners using postman, Dashboard delivery and presentation to clients
- Help partner and customer to identify their competition positions and identify the bottleneck, pain-point to improve marketing, campaign and plan efficiency and accuracy by 40%

Senior Engagement Specialist | Seres Therapeutics

Jun 2021-Jun 2022

Worked on a salesforce managed medicine program to collect donor's contribution through relationship building up, segmentation via data transformation, dataset dicing and slicing and donor scoring

- Optimize and manage the process 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 retention and recognition inactive donors through predictive churn analysis, which increase efficiency by 20%
- identifying potential issues in business processes and discovering opportunities of system improvements

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- Conducted Master Data Cleansing and standardization; configured enterprise level Product Hierarchy
- Managed multi-parties' communication and organized weekly meetings with customers to review CRs, incidents, and ad hoc requests based on business logic & operational workflow

EXPERIENCE - INTERN

Analyst Consultant | **Covenant Health Network**

Feb 2021-May 2021

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

Market Research Analyst | **Hologic Inc.**

Sep 2020-May 2021

- Conducted data collection on prioritizing improvement area of the U.S. medical devices market share through competitor analysis to monitor and maximize customer retention
- Monthly Income Statement Reporting Automation using Access, Excel and VBA, VBscript

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

Jun 2020 - Sep 2020

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

Business Analyst | **California NanoSystems Institute**

Oct 2019 - Dec 2019

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

EDUCATION AND PROFESSIONAL TRAINING

EDUCATION

- Master of Business & Science | Keck Graduate Institute, Claremont, CA | Sep 2019 - May 2021
- Bachelor of Economics | Michigan State University | Aug 2015 – May 2019
- Certificate: Google Analytics 2022 | SQL for Data Analysis – Udacity 2022

ACADEMIC PROJECT

- Case Analysis of Credit Risk Evaluation of a Bridge Loan Feb 2022
- Market Share Analysis on Big Buy Grocery Business Mar 2022
- Telecom Subscribers Addition Strategic Selections on business expanding Mar 2021
- Cosmetic Competitors Analysis by Category, Brand and Portfolio Mar 2019

SELF-TRAINING PROGRAM

- Udemy Python - Automate the Boring Stuff with Python Programming Jan 2022
- Sqlzoo AdventureWorks – Ad hoc business analyses Oct 2021