

## SUMMARY

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

- ✓ Digital Platform Automation
- ✓ Data API Orchestration & Troubleshooting
- ✓ Data Cleansing using SQL & Python
- ✓ Dashboard in Power BI & Tableau
- ✓ Business & Functional Requirement
- ✓ Social Media, Digital Marketing
- ✓ Biology, Medical Device Marketing
- ✓ CRM, Campaign Analyses

## WORK 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
- 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, **Dashboard delivery** and presentation to clients

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 retention and recognition inactive donors through predictive **churn analysis**, which increase efficiency by **40%**

## EXPERIENCE – ACADEMIC INTERN

Graduate 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 Consultant | **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**

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

- **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** Apr 2022
- **Market Share** Analysis on Big Buy **Grocery** Business Mar 2022
- **Telecom** Subscribers Addition Strategic Selections on business expanding Jan 2022
- Cosmetic **Competitors Analysis** by Category, Brand and Portfolio Nov 2022
- Monthly Income Statement **Reporting Automation** Jun 2021 – Jul 2021