

# ELLEN HSU

## Business Data Analyst

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MBA-educated Data Analyst with a capacity for learning and producing at a fast pace. Creator and builder of data visualizations using ETL and full-stack methods - specializing in Python, SQL, JavaScript, and HTML/CSS. Expert at optimizing data and business processes, often reducing system complexities by over 40%. Passionate about transforming data into user-friendly tools and bridging communication between engineers and end-users.

### SKILLS SUMMARY

- **Full Stack Programming:** Python, SQL, MongoDB, ETL, JavaScript, HTML, CSS
- **Data Analytics & Visualizations:** Matplotlib, D3, Plotly, Leaflet, Tableau, Excel VBA
- **E-Commerce & Marketing:** more than 15 years prior experience in digital marketing.
- **Project Management:** for enterprise and small business websites, data management.
- **Creative & Entrepreneurial:** striving for big goals and achieving quantifiable results.

### PROJECT HIGHLIGHTS

1. **Data Analysis:** <https://ellemonke.github.io/COVID-19/>  
Duration: 3 weeks  
Technologies: Python, Web APIs, JavaScript, HTML/CSS, Bootstrap
  - Reported on coronavirus by analyzing trends globally and for the top 8 countries.
  - Transformed Excel CSVs to JSON for use in multiple interactive visualizations.
  - Researched risk factors for actionable insights based on real data, not assumptions.
2. **Full Stack Development:** <https://ellemonke.github.io/full-stack-project/>  
Duration: 2 weeks  
Technologies: Python, JavaScript (D3), HTML/CSS, Bootstrap
  - Built a unique data visualization by writing an algorithm and functional D3.
  - Designed and developed a responsive website using object-oriented CSS.
  - Collaboratively won awards for “Best Tech Stack”, “Most Creative Visualization”.
3. **Machine Learning:** <https://predict-hdi.herokuapp.com/>  
Duration: 2 weeks  
Technologies: Python, Scikit-learn, JavaScript, HTML/CSS, Bootstrap, Flask
  - Wrote a multi-linear regression model that scores and predicts human development.
  - Created a user-friendly calculator in a Flask application and published to Heroku.

### EDUCATION

- Certificate, Data Analytics, A+ – University of Oregon Boot Camp
- MBA, Marketing – Marylhurst University
- BA, Computing and the Arts – University of California, San Diego

## **EXPERIENCE**

### **Small Business Owner Vintalier LLC**

Portland, OR

02/2009 – 03/2020

- Successfully started a top Portland retail business, initially e-commerce then brick-and-mortar in 2013. Expanded from 700sqft to 1200 sqft in Downtown's West End in 2017.
- Consistently grew annual revenue 20%-50% YoY for six straight years after opening.
- Determined goal-oriented financial KPIs and forecasted a purchasing budget of ~\$160K. This included open-to-buy plans, cash flow reports, budget analysis processes.
- Analyzed sell-through of 15 product categories to create a target product mix. This included unit sales, weighted sales contributions, and gross profit margins.
- Integrated online/offline marketing strategies, tracked customer feedback and sales conversions, increased social media follower acquisition an average of 25% annually.
- Sold on four e-commerce platforms and regularly implemented new e-commerce plug-ins, social media integration, shipping optimization, and e-commerce analytics.
- Managed 30-50 supplier relationships at a time, often in a competitive seller's market.
- Developed the strategic and creative direction for the brand, executed multi-channel, multi-media marketing strategies. Managed and trained part-time staff.

### **Marketing Manager Motech Industries Inc.**

Tainan, Taiwan & Newark, DE

07/2009 – 11/2010

- Overhauled the corporate website to upgrade to a content management system and trained 30 stakeholders from 7 departments across 4 languages on self-publishing.
- Investigated search statistics to define project goals, key deliverables, and ROI metrics.
- Managed an international marketing budget of ~\$100K and reduced costs ~\$42K.
- Launched a new technical product line and >\$20M worth of new product sold out.
- Drove the strategic and creative direction of quarterly advertising campaigns.
- Worked closely with C-level executives and marketing agencies to lead a re-brand.

### **Digital Producer, Web Developer**

Portland, OR & San Diego, CA

Prior to 2010

- Project managed and developed websites and large data asset management systems for small businesses and Fortune 500 corporations.
- Optimized the Nike Intranet by finding and extracting 48% of sites that were obsolete.
- Architected a 400-page website to an upgraded server. Reduced storage use by >40%.
- Defined new account management procedures that recouped ~\$340K in annual costs.
- Managed 250+ internal accounts and trained clients on content management systems.
- Served as interim Senior Digital Manager; facilitating progress during leadership and IT changes, server and software upgrades, and an intranet refresh.
- Wrote technical surveys for data collection, converted feedback to a database, and defined project requirements and deliverables, key performance metrics.
- Collaborated with engineers to write documentation on supercomputing technology.