

# Francis Tan

397 Laurie Meadows Dr. #540, San Mateo CA, 94403  
909-979-4306 - francis.adrian.tan@gmail.com  
<http://francis-adrian-tan.us>

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## Technical Skills

Python, MySQL, R, Advanced Microsoft Excel

## Professional Experience

### DISCOVERY DIGITAL NETWORKS, SAN FRANCISCO CA

MAY 2013 - PRESENT

#### PRODUCT / PROJECT MANAGER, REPORTING & DATA ANALYTICS

- Designed and developed the analytics department data warehouse infrastructure using **MySQL** based on feedback from various stakeholders, allowing for more advanced analytical testing
- Communicated company performance regularly through advanced use of Microsoft Office Suite to create **data visualizations, generate reports, and presentation decks**
- Contributed to the development of main **ETL system** using **Python, SQLAlchemy and MySQL** that is critical to business needs
- Analyzed and presented the effects of various categories on KPIs using **R and hypothesis testing** models resulting in the adoption of learnings into standard work flow
- Designed and developed a **social media sentiment analysis tool using R** providing sales force key insights for potential leads
- Researched and implemented advanced clustering models to define our key audience segments
- Administered and managed the use of **A/B testing** on our domains resulting in a **13% improvement** in overall traffic
- Engineered testing of strategic hypothesis for SEO using statistical analysis software JMP, which achieved a **7% increase in KPI** and resulting in a **company-wide adoption**
- Authored proprietary interface using **Javascript, JQuery and Bootstrap** that generate automated reports to evaluate product success and audience engagement, resulting in an **increase to workflow capacity by 60 hours/month**, an estimated **annual savings of \$17,000**
- Targeted workflow inefficiencies to generate reports on audience behavior by utilizing **Python, MySQL** and Microsoft Excel, resulting in an **increase of 20 hours/month to workflow capacity**, an estimated **annual savings of \$9,500**
- Organized and conducted **brown bag sessions** that demonstrate the use of Microsoft Excel as an analytics tool
- Winner of company hackathon for building a keyword search engine using **Python, Flask, and SQLAlchemy**

### WELLS FARGO BANK, LAGUNA NIGUEL CA / SAN FRANCISCO CA

JUNE 2008 - JUNE 2012

#### BUSINESS BANKER

- Collaborated with cross-functional teams in consistently meeting and exceeding branch sales and service goals **11 consecutive quarters**
- Created, trained, and coached a successful sales, service and referral team
- Ensured compliance with operational regulations and guidelines, **achieving a 96% pass rate in compliance** during store audit
- Circle of Stars Recipient 2011 awarded to **top 3% producer of sales and customer service in the San Francisco region**

## Education

### UNIVERSITY OF SAN FRANCISCO, SAN FRANCISCO CA

MAY 2014

#### MASTERS OF BUSINESS ADMINISTRATION - EMPHASIS ON ANALYTICS

GPA: 3.99

- Dean's Honor List: **Fall 2012, Spring 2013, Fall 2013, Spring 2014**
- Beta Gamma Sigma Honors Society
- MBA Teaching Assistant: Spreadsheets and Business Analytics, Decision Making with Insight
- Designed, implemented, and presented cost saving strategy for the UCSF Procurement Department through cluster analysis and JMP resulting in company adoption as a final project

### UNIVERSITY OF CALIFORNIA IRVINE, IRVINE CA

JUNE 2007

#### B.S. INFORMATION AND COMPUTER SCIENCE

- Dean's Honor List: **Fall 2002, Fall 2006**

## Additional

**VOLUNTEER:** San Francisco SPCA, 2011 - 2012. Guitarist and Bassist for local church, 2001 - 2009

**OTHER PASSIONS:** Finished multiple Half-Marathon and Full-Marathon races and raised \$1,200 at the Chicago Marathon 2012 for the Lupus Foundation of America. Released an album on iTunes and Spotify as the guitarist for the band Clarke 2007. Active tennis player and ping pong enthusiast