

Jing-Shun (Paul) Yang

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Education

Master of Science in Business Analytics

Aug 2023 – May 2024

Major: Business Analytics

Bachelor of Business Administration, Australian National University

Major: Management

Minors: Accounting & Business Economics

Received honors invitation in Research School of Management (**Top 10%**)

Professional Experience

Consumer Product & Growth Executive

April 2021- June 2023

Zenyum - 1st Hire in Consumer Product team (Taiwan)

- Led Consumer Product Team from driving product vision through development, implementation, and final launches
- Built company from 0 to 1 alone for 1.5 years, achieved \$1.4M NTD gross revenue within 1st year, followed by \$4M the next year
- Worked cross functionally with 5 countries to define GTM strategies for 3 product launches, with a +72% revenue gain
- Initiated and launched company website & app, acquired 20K members and 15+ listing items, led to 800K NTD in sales
- Supervised 4 e-commerce platforms and 10+ successful marketing campaigns with constant MoM & YoY of 285%

Product Marketing Intern

Feb 2020- July 2020

Australian National University, Australia (Canberra)

- Spearheaded and launched a huge website UI redesign, increasing website engagement by at least 37%
- Guided IT to improve product capabilities, reducing application and system downtime by 15% without hurting quality
- Conducted in-depth market analyses, suggested development strategies to stakeholders that saved \$5K AUD
- Led the development of creative language of each channel brand and making sure the various channel brands come alive in their own unique ways, which grew active users from 7K to 30K in 2 months

Assistant Product Manager

July 2019-March 2020

St Vincent de Paul Society, Australia (Canberra)

Assisted in developing initial specifications for App applications to help company transition into the digital world

- Initiated and led payment gateway improvements, improved UX by 24% & conversion rate by 7%
- Collaborated with developers and PM team to assess project outcomes and prioritize app features
- Demonstrated ability to break down complex requests/problems into steps that drove product development
- Worked with 5 PMs to run A/B ad test that led to optimal product placement, increase sales by 13% in 2 months

Leadership Programs

Marketing Director

Feb 2018-Feb 2020

ANU Taiwanese Student Association (TSA), Australia (Canberra)

- Directed 12 marketing campaigns utilizing CRM & social media strategies, surpassing the sales target of \$4K AUD
- Assisted top companies, such as *Asus, Acer, & China Airlines* in marketing strategies, increased average organic search by 3%
- Track funnel performances through GA & FB Ads Manager, improved key word quality score from 2 to 5
- Negotiated and secured 6 partnerships with ANU facilities & vendors, while saving 80% of marketing budget

Skills & Interests

Computer: R Studio, Tableau, Python Data, MySQL, Wolfram Mathematica, Excel, AWS

Language: Conversational English, Mandarin | *Interests:* Startups, Data Mining, Networking, All kind of sports