Henry Pai

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**Marketing Data Analyst | Data Analyst or Data Scientist**

Driven and analytical data specialist with 5+ years of experience in data analysis, statistical modeling, and process optimization. Proven track record driving efficiency improvements, customer satisfaction increases, and strategic data-driven decision-making. Strong communicator, collaborator who leads diverse teams to deliver quantifiable business value.

# SKILLS

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| --- | --- | --- |
| * Data Analysis | * Business Intelligence | * A/B Testing |
| * Machine Learning | * Feature Engineering | * Team Collaboration |
| * Statistical Modeling | * Predictive Analytics | * Cloud Computing |
| * Data Visualization | * Data Cleaning and Preparation | * Data Engineering |

# PROFESSIONAL EXPERIENCE

**MARKETING DEPT, PASONA NORTH AMERICA INC. | TORRANCE, CA | OCTOBER 2021 – PRESENT**

**Marketing Data Analyst**

* Analyzed complex business data using SQL, Python, and Excel to uncover trends and patterns; delivered actionable insights through data visualization and advanced statistical methods, enabling key stakeholders to implement strategies that boosted customer satisfaction scores by 60%.
* Spearheaded end-to-end webinar initiatives, collaborating with clients on scheduling, recording, editing, and producing recaps; leveraged social media and video hosting platforms to maximize exposure, leading to a 25% uptick in homepage traffic and stronger digital engagement metrics.
* Executed high-impact email campaigns, managing 5–10 campaigns monthly and deploying 80,000 emails; harnessed data to optimize targeting, improving open and click-through rates, strengthening customer retention and generating marketing ROI.
* Enhanced B2B email strategies through rigorous A/B testing and automation of surveys; expanded touchpoints and improved segmentation to deepen customer engagement, increasing conversion rates by 40% and fortifying long-term client relationships.

**BUSINESS PROCESS REENGINEERING DEPT, PASONA NORTH AMERICA INC. | TORRANCE, CA | MAY 2019 – OCTOBER 2021**

**RPA Consultant**

* Directed consulting projects by engaging stakeholders to analyze workflows, define project scopes, and map AS-IS and TO-BE processes; identified bottlenecks and implemented process enhancements that elevated task efficiency by an average of 78%.
* Delivered payroll and tax system implementations for client firms, optimizing financial operations to secure $1 million in personnel cost savings over a 10-year projection; ensured compliance and scalability for future organizational growth.
* Automated repetitive business tasks using RPA software (UiPath, Power Automate) integrated with QuickBooks Desktop and SAP; achieved a 70% boost in productivity, enabling teams to reallocate resources toward strategic, high-value initiatives.

# EDUCATION & PROFESSIONAL DEVELOPMENT

Computer Science and East Asian Studies (Double Major), New York University, 2019

*Coursework*

Mathematics for Machine Learning and Data Science Specialization, DeepLearning.AI (Coursera), 2023

# IT SKILLS

Edit Skills here to fit Job │ Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)

# LANGUAGES

**English** (Fluent), **Chinese Mandarin** (Fluent), **Japanese** (Advanced)

# LICENSURE AND CERTIFICATION

Google Advanced Data Analytics Specialization, Google (Coursera), 2024

Google Business Intelligence Specialization, Google (Coursera), 2023

Salesforce Certified Marketing Cloud Account Engagement Specialist, Salesforce, 2023

*References Available Upon Request*