Henry Pai

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Business Intelligence Analyst with expertise in marketing analytics and business process optimization. Proficient in SQL, Python, and Tableau, with a proven ability to transform data into actionable insights that drive growth and improve decision-making efficiency.

EDUCATION

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

EXPERIENCE

Marketing Data Analyst, Marketing Department
Pasona North America Inc.   **October 2021 - Present, Torrance, CA**
• Analyzed complex business data using SQL, Python, and Excel to identify trends and patterns, delivering actionable insights to stakeholders. Designed comprehensive dashboards and developed a linear regression calculator, enabling data-driven strategies that increased customer satisfaction scores by 60%.
• Managed end-to-end webinar projects in collaboration with external clients, including scheduling, recording, video editing, and recap production. Effectively distributed content across social media and video hosting platforms, driving a 25% increase in homepage traffic.
• Executed high-impact email marketing campaigns, producing 5–10 campaigns monthly and delivering over 80,000 emails to customers.
• Optimized B2B marketing emails through A/B testing and automated surveys, enhancing customer engagement and improving conversion rates by 40% through expanded touchpoints and marketing automation.

RPA Consultant, Business Process Reengineering Department
Pasona North America Inc.   **May 2019 - October 2021, Torrance, CA**
• Led consulting projects by conducting in-depth stakeholder interviews to analyze and understand business workflows. Communicated project scope and timelines effectively while mapping AS-IS and TO-BE processes to identify and address key bottlenecks, improving task efficiency by an average of 78%.
• Implemented payroll and tax accounting systems that resulted in $1 million in personnel cost savings over a 10-year period for client firms by streamlining and optimizing financial operations.
• Automated critical business processes using RPA software (UiPath, Power Automate) for accounting systems such as QuickBooks Desktop and SAP. Achieved up to a 70% productivity increase in repetitive tasks, significantly enhancing overall operational efficiency.

CERTIFICATIONS

Google Advanced Data Analytics Specialization
Google (Coursera) • 2024
• Build regression and machine learning models to analyze and interpret data using Python
• Understand how to clean and organize data for analysis, and complete analysis and calculations using spreadsheets, SQL and R programming

Google Business Intelligence Specialization
Google (Coursera) • 2023
• Extract, transform, and load (ETL) data from various sources for analysis and dashboarding

Salesforce Certified Marketing Cloud Account Engagement Specialist
Salesforce • 2023
• Understand marketing automation, personalization and targeting, and marketing analytics and reporting on the Salesforce MCAE platform.

COURSEWORK

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

SKILLS

Data Analysis: SQL, Python (numpy, pandas, matplotlib, scikit-learn, scripy), Excel (Pivot Table/VLOOKUP)
Data Visualization: Tableau, PowerBI, Looker Studio, Salesforce/MCAE Dashboarding
Machine Learning: Regression (linear, logistic), Naive Bayes, decision trees, random forest

Soft Skills: Analytical Thinking, Problem Solving, Communication, Team Collaboration, Public Speaking
Language Skills: Fluent in English and Chinese Mandarin, Advanced level in Japanese

Additional Expertise: Project Management, Market Competitor Analysis, A/B Test Implementation, Google Analytics (GA4)