

Henry Pai

Los Angeles, CA | 781 698 6521 | hyp243@nyu.edu | [LinkedIn](#) | [GitHub](#) | [Portfolio Projects](#)

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

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

Python, SQL, Tableau, Looker, Microsoft Power-BI, Excel, Salesforce (MCAE), Google Analytics, APIs, Data Cleaning, Linear Regression Machine Learning, Git | 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