

# Henry Pai

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## AI Engineer | Data Scientist | Automation & Analytics Specialist

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*