Yi-shuan (Phoenix) Wang

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EDUCATION

Master of Science in Business Analytics (STEM) August 2021
Boston University Questrom School of Business; Boston, MA

Bachelor of Arts in Economics June 2016
National Taiwan University; Taipei, Taiwan
- Received scholarship from Ministry of Education to study abroad at KU Leuven in Leuven, Belgium (2015-2016)

RELEVANT WORK EXPERIENCE

Overseas Sales Manager July 2018 - April 2019
Cheetah Mobile (Global Ads Department), Beijing, China
- Boosted 18% quarter on quarter APAC advertising revenue growth on team of 5; redesigned internal sales management system, built sales and media kits, and organized training sessions for team
- Achieved 121% quarterly personal sales targets and generated 25% of team's quarterly revenue on average, targeting mobile games and e-commerce industries
- Acquired 21 clients and maintained accounts; promoted mobile advertising services, counseled advertisers in bidding prices, and monitored campaign KPIs with account managers to optimize ad performance

Sales Consultant June 2017 - April 2018
Meltwater, Beijing, China
- Ranked as top 3 sales performer and secured 14 new clients in Greater China
- Averaged 158% monthly sales targets by identifying prospects, pitching services and addressing clients' needs, customizing proposals, negotiating contracts, and facilitating smooth handoffs to Client Success
- Explored new markets in music industry; earned Gold Star record for representing largest concert promoter in Asia (1st deal closed for newly-promoted consultant), representing US$28k revenue
- Produced 3 clients in 3 months and contributed 117% to team's Q3 sales target which exceeded targets to pass company probationary period

Research Assistant August 2016 - June 2017
National Taiwan University, Taipei, Taiwan
- Enabled Professor Tsai to spend more time on research and enhanced administrative process by organizing files and documents, drafting budget reports, purchasing office supplies, and training succeeding assistant

RELEVANT PROJECT

***Analyzing and Predicting Airbnb Listing Price and Host Type in New York City**; Boston University, Boston, MA* 2020
GitHub: github.com/phoenix-w/BA780-Airbnb-Project
- Led a team of 5 and utilized Python to conduct exploratory data analysis, examine the impact of COVID-19 on Airbnb listing prices, and build linear regression and KNN classification models

SKILLS

Technical Skills: Python, R, SQL, Tableau, Google Cloud Platform, MS Excel

Certification: Python for Everybody Specialization (University of Michigan)

Languages: Native in Mandarin Chinese; fluent in English