Jason C. Chang

National Revenue & Market Growth Leader | Growth Analytics | Program Execution

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National Revenue Growth Leader powered by Analytics

Data-driven leader with 10+ years scaling national programs through market strategy, analytics, and channel expansion. Translates complex data into actionable insights to accelerate decisions, improve conversion, and drive measurable revenue growth. Skilled in Snowflake, SQL, Power BI, and Python to enable scalable, data-backed market impact. Experienced leading programs, unifying fragmented data systems, and automating reporting pipelines to improve operational efficiency and revenue outcomes.

EXPERIENCE

Advantage Solutions   Remote
BI Manager – Marketing Insight & Program Improvement   *Oct 2021 – Current*
| National Sales & Market Expansion | Channel Development | Team Leadership |

- Built national Power BI ecosystem with Snowflake + consolidating POS, field, compliance, and promo data → enabled 250+ sales/ops users with near-real-time performance visibility
- Standardized KPIs and unified 5 fragmented sales domains → reduced metric conflicts 70% → improved finance/marketing alignment, and enabling analytics adoption with consistent visibility for finance and marketing leadership
- Translated C-suite and client business requirements into data and semantic layers; Automated ELT pipelines + executive dashboards → cut decision cycle 5 days → 24 hrs → drove 9% quarterly revenue lift
- Managed and mentored 7 regional managers, driving analytics adoption, QBR forecast accuracy, and consistent data usage across 250+ field staff
- Automated ingestion across 99+ vendors (Python/SQL) → saved 160+ hrs/quarter and reduced refresh errors 80%

Modern Home Station   Remote
BI Strategy & Analytics Manager   *Oct 2017 – Sep 2021*
| National Market Expansion | Channel Growth | Sales Strategy & Partner Management |

- Deployed cross-channel attribution framework (GA4, Shopify, Meta, Klaviyo) → improved funnel visibility and budget allocation → reduced CPA 18% and grew revenue 45% (FY19) + 85% (FY20)
- Led A/B testing program across product, content, and UX teams → increased site conversion 33%
- Developed lead-scoring and intent models using behavioral + source quality signals → accelerated high-value lead routing and improved sales efficiency
- Implemented demand forecasting dashboards aligning marketing, warehouse, purchasing, customer service across multiple data sources → reduced late shipments and improved promotion readiness
- Delivered executive performance dashboards for sales/marketing/ops → shortened feedback loops 40% and improved cross-team execution

China Unicom America   Los Angeles, CA
BI & Strategic Development Manager   *July 2016 – Aug 2017*
| International Sales & Market Expansion | Customer Partnerships | Channel Strategy & Collaboration |

- Built GTM pricing and demand forecast models → delivered $2M+ revenue projections and guided enterprise sales targeting
- Partnered with sales + marketing to optimize channel rollout and partner strategy → expanded B2B client acquisition and strengthened market coverage
- Automated churn, usage, and performance reporting → improved pipeline visibility and reduced planning cycles 50%

Marshall Electronics   Torrance, CA
BI Project Analyst   *Sep 2014 – May 2016*
| Project Management & Product Lunch | Consumer Electronics | Channel Development |

- Drove 50+ international product launches across retail channels → generated $5M annual sales
- Orchestrated QA, QC, engineering, marketing, and warehouse teams to localize products by region → improved channel adoption and compliance
- Engineered launch tracking dashboards for timelines, inventory, and sell-through → reduced delays and improved forecast accuracy, standardized cross-functional processes and KPIs → achieved 95% on-time launch rate

Cadence Acoustic Ltd. / Deccon International Ltd.   Industry, CA
Senior Business Analyst   *Jun 2010 – Jul 2014*
| Project Management & Sales Operations | Consumer Electronics| Multi-Site Merger Integration |

- **Migrated forecasting models from Excel to SQL-driven dashboards**, improving inventory management and reporting accuracy across $500M in product lines
- **Managed BI systems tracking $500M** in active product lines; optimized inventory and sales forecasting across geographies and departments during a company relocation and post-merger integration

RESULTS SNAPSHOT

- **Unified Pipeline Architecture & Schema Design**: Designed scalable data pipelines and optimized **Snowflake** schemas, cutting data refresh time by **70%** and providing real-time insights, leading to a **40%** increase in reporting efficiency.
- **ROAS & Attribution Reporting**: Increased **ROAS** by **36%** through advanced attribution modeling and strategic budget reallocations across **Shopify**, **GA4**, and **Meta**, resulting in optimized marketing spend and enhanced campaign performance.
- **SLA & Fulfillment Forecasting**: Developed demand forecasting models, reducing **late shipments by 22%** and improving fulfillment accuracy, leading to increased customer satisfaction and operational efficiency.
- **Cross-Functional Reporting Systems**: Led the design and implementation of cross-functional dashboards, ensuring seamless stakeholder alignment across sales, marketing, and operations, driving **20% faster decision-making** and improved alignment on **KPIs**.
- **Data Automation & Reporting Efficiency**: Automated audit and exception logic, saving **160+ hours per quarter** in manual tasks and significantly increasing analytical bandwidth across the organization, leading to faster insights and reduced operational overhead.

TECHNICAL EXPERTISE

BI & Visualization Tools:	Power BI, Looker, Qlik Sense, QlikView, Google Data Studio, Excel (Advanced + VBA)
Languages & Modeling Tools:	SQL, Python, VBA, Power Query (ODBC), DAX
Cloud & Data Warehousing:	Snowflake, BigQuery, SQL Server (SSMS)
SaaS & Analytics Platforms:	GA4, Google Analytics/Data Studio, Meta Ads, Shopify, HubSpot, Klaviyo
Statistical Analysis:	Experiment Design, Hypothesis Testing, Regression, Cohort Analysis, Causal Inference, Predictive/Exploratory Modeling, Unsupervised Learning (K-Means)
Frameworks & Methodologies:	Attribution Modeling, Funnel Analysis, A/B Testing, Forecasting & Demand Modeling, Dashboards, PMP

CERTIFICATIONS

- **Supervised Machine Learning** — Stanford Online (June 2024)
- **Neural Networks and Deep Learning** — Deep Learning.AI (April 2024)
- **Analyzing and Visualizing Data with Power BI** — edX (July 2019)

EDUCATION   **Bachelor of Science in Business Administration**
University of California Riverside