Jih-Yang Tan

Lifelong Learner & Tenacious Activator

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Profile

Marketing and Business Analytics graduate with experience working in high performing, fast-paced organizations. Experienced in managing and executing marketing campaigns. Research and segmenting customer markets for product improvements, measure and analyzing decision support analytics.

Technical Skills

Analytics	· SQL · Python · Tableau · Excel · Oracle SQL · Adobe Analytics · BigQuery · R · XML · SAP Qualtrics
Web-Dev	· HTML5 / CSS3 / JavaScript · Bootstrap4 · Wordpress
Other	· Microsoft Office · Adobe Creative Suite · Google Analytics · Numpy · Pandas · SciKit-Learn · Plotly

Education

University of British Columbia *Vancouver, BC*

Bachelor of Commerce in Marketing and Business Analytics *Sep 2016 – May 2020*

- UBC Marketing Course Hero Case Competition (1st Place out of 12 Teams)

Professional Experience

Department of Engineering - UBC *Vancouver, BC*

Digital Communications and Data Analytics Assistant *Sep 2019 – May 2020*

- Created and analyzed dashboards and data visualizations using Tableau and Python to optimize KPIs, then recommending solutions to management for review, resulting in 25% increased pages/session
- Launched and organized contents for Pay-Per-Click LinkedIn Marketing Campaign paired with A/B Testing and installed API to improve client acquisition, resulting in 33% increased Click-Through-Rate within 2 months
- Developed communications and marketing creatives for campus-wide promotions and events using Adobe Suite
- Produced industry reports in various engineering disciplines to assess student employment opportunities

Celtech *Selangor, KL*

Marketing Analyst Intern *May 2019 – Aug 2019*

- Gathered information and examined user behavior and buying trends using SQL and Python to develop business plans and pricing strategies
- Planned, Budgeted, and Managed our Summer Google Ads Marketing campaign, the business result was a 28% increase in B2B sales within 4 months
- Developed the organization's website using HTML5, CSS3, JavaScript and Bootstrap on Wordpress that focuses on usability, this increased pages/session by 32% within 4 months

Department of Extended Learning - UBC *Vancouver, BC*

Market Research Assistant *Jul 2018 – Sep 2018*

- Conducted a marketing budget allocation module for UBC's post-secondary program applicants
- Entered and analyzed applicant data for the previous 5 academic cohorts to create consumer segments

Projects

Real Earth Bounty *Vancouver, BC*

BCom Capstone Project *Sep 2019 – Dec 2019*

- Created a marketing plan to launch 4 brand extension products, consisting of marketing strategy, competitive analysis, and customer analysis. The proposal was accepted and implemented into the client's business
- Conducted market research and analyzed purchase intentions on lead users to create data visualizations using Tableau and Oracle SQL to gather insight on customer purchase behavior and habits