Jih-Yang Tan

Lifelong Learner & Tenacious Activator

(604)-720-9933
jihyangt@gmail.com
jihyangt.github.io/jihnius
linkedin.com/in/jihyangt

Profile

UBC Marketing and Business Analytics graduate with strong experience working in high performing, fast-paced organizations. Demonstrated quantitative results in managing marketing campaigns, analyzing customer segments and decision support analytics. Strong knowledge of social media, A/B Testing, and data storytelling.

Technical Skills

Analytics	· SQL · Python · Tableau · Microsoft Power BI · Excel · Oracle SQL · Google BigQuery · XML
Web-Dev	· HTML5 / CSS3 / JavaScript · Bootstrap4 · Wordpress
Other	· Microsoft Office · Adobe Creative Suite · Google Analytics · Google Ads · SAP Qualtrics

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 Pay-Per-Click 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*

- Built Oracle database that includes past 3 years of data to simplify data recall process
- Cleansed and analyzed 3 years of data applicant data to create consumer segments using Excel

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 lead users using SAP Qualtrics and Microsoft Power BI to gather insight on customer purchase behaviors and habits