

# Jonathan S. Yu

Internet Marketer, Business Analyst, and Sometimes iOS Dev

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## Work Experience

<b>Aug 2013 - Present</b>	<b>TRUE&amp;CO   ACQUISITION MARKETER AND BUSINESS ANALYST</b> <i>Venture-backed e-commerce website for specialty lingerie specializing in finding the perfect fit.</i> <ul style="list-style-type: none"><li>• In charge of all Facebook acquisition marketing. Took a previously failed program to \$60K monthly spend with a 365% ROAS and a 15% ROI in six months. Today, Facebook is directly or indirectly responsible for over 50% of company revenue</li><li>• Managed analytics. Configured company's business intelligence software Looker and Google Analytics to help coworkers run their own analytics reports</li><li>• Worked alongside CFO and head of engineering to gain a deep knowledge of the data schema in order to establish a company-wide definition of revenue recognition and costs</li><li>• Currently pushing optimizations in the mobile marketing funnel and overseeing initial SEM experiments to diversify paid marketing channels</li></ul>
<b>Dec 2011 to May 2013</b>	<b>CAREDOX   MARKETING AND OPERATIONS ASSOCIATE</b> <i>Venture-backed startup looking to democratize people's access to their own health records.</i> <ul style="list-style-type: none"><li>• Headed a consumer internet marketing campaign using banners, AdWords, email, and Facebook ads during a six month trial period where sales grew ten-fold to over 300 subscriptions a month</li><li>• After trial period, did a cost-benefit analysis on data from over 5,000 acquired customers and advised against continuing the campaign. On recommendations, CareDox pivoted towards an enterprise product for schools and day camps</li><li>• During the beta launch, sat with product managers, customers, and web developers to develop customer flows. Developed CareDox's new website communicating new direction</li></ul>
<b>Sept 2010 to May 2011</b>	<b>ERNST &amp; YOUNG LLP   ASSET MANAGEMENT STAFF AUDITOR</b> <i>A Big Four accounting firm.</i> <ul style="list-style-type: none"><li>• Audited real estate and stock investments by evaluating client-provided Excel models. Checked models' information inputs and methods for reasonableness</li></ul>

## Education, Skills and Projects

**University of California, Berkeley**

Business Administration (2010) – GPA: **3.87**

<b>Skills:</b>	<ul style="list-style-type: none"><li>• Proficient in Microsoft Office, Google Analytics, Facebook Power Editor</li><li>• Experience in Ruby, Ruby on Rails, JavaScript, Backbone.js, SQL, and Twitter Bootstrap</li><li>• Familiarity: Salesforce.com, MailChimp, KissMetrics, Looker</li></ul>
<b>Side Projects:</b>	<ul style="list-style-type: none"><li>• Self-published author of two books on hedge funds and direct response Facebook advertising</li><li>• iOS apps – JumpShot, simple basketball stat tracking app for both the iPhone and iPad and SEC Filings, an iPad app for researching public company SEC filings</li></ul>