Jonathan S. Yu

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Work Experience

Aug 2013 - Present	**TRUE&CO | ANALYTICS AND MARKETING** *E-commerce company that uses a self-administered quiz to help women find their best bra fit* • In charge of acquisition marketing. Took a failed Facebook program from nothing to $300K+ monthly spend, acquiring over 2M emails and driving 75% of total revenue • Built data analysis and convenience tools off the company database to help coworkers and senior team members make decisions • Iterated on the user journey to add callout messaging, product upsells, and targeted promotions to improve conversion and retention • Set the pace for the company's FY2015-16 marketing and product strategy by planning product release and marketing expansion deadlines to meet investor targets
Dec 2011 to May 2013	**CAREDOX | MARKETING AND OPERATIONS ASSOCIATE** *Startup looking to democratize people's access to their own health records* • Headed a six-month consumer internet marketing campaign using banners, AdWords, email, and Facebook ads growing monthly sales ten-fold • Did a cost-benefit analysis on campaigns and advised against current business model. CareDox pivoted away from the consumer towards an enterprise product for schools and day camps • During the beta launch, sat with product managers, customers, and web developers to develop customer flows and improve conversion
Sept 2011 to Dec 2011	**CRAVE | MARKETING CONTRACTOR** *Marketplace for fans of everything collectible* • Oversaw customer acquisition programs on Facebook, introducing customers to the Crave marketplace platform

Education, Skills and Projects

University of California, Berkeley	Business Administration – GPA: **3.87**

Skills:	• Expert in Google Analytics, Facebook Power Editor • Experience in Ruby, JavaScript, Swift, SQL
Side Projects:	• iOS – 4 apps in the App Store with over 200 cumulative downloads • Self-published author of books on investing and direct response advertising • Rails – attended 13-week coding boot camp for JavaScript, Ruby and Ruby on Rails