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| **Kelly Huang** | |
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| **EDUCATION** | |
| **University of California, Berkeley, Haas School of Business** | **2020** |
| **Master of Business Administration, Specialty**   * Honorable mention of Impact Disco startup competition; Tech Club | |
| **Massachusetts Institute of Technology,** Cambridge, MA | **2011** |
| **Bachelor of Science, Mathematics with Computer Science; Bachelor of Arts, Economics**   * Selected courses: Computer Algorithms, Market Design, Software Construction, Econometrics, Probability & Statistics * Lab Assistant for Intro to Computer Science; Project Leader for 20 people volunteer trip in the Philippines (SEALNet) | |
| **EXPERIENCE** | |
| **LinkedIn,** Mountain View, CA  *Marketing Solutions* | **2015-present** |
| ***Data Science Manager,*** *promoted**in 2016 and 2018*  Product Analytics   * During the launch of the flagship mobile app re-vamp, performed deep dives to determine tracking bugs, understand user adoption and feed engagement, identify causes for revenue impact issues * Developed with ads relevance engineering team a prototype offline model for ads quality, which provided actionable advertiser insights to improve ad spend * Defined ROI KPI for Conversion Tracking   Go To Market Analytics   * Interviewed internal marketing, sales, and FPA customers to define a single revenue prediction machine learning model. of paid media ROAS efforts by x%, and accuracy of Sales Ops’ book and quota planning by x%. Added incremental $xx for Marketing’s acquisition * Program managed a data systems migration across data engineering, data science, and operations teams for the Global Sales Org for Marketing Solutions, to comply with GDPR   Hiring   * Owned and developed the strategic plan for Marketing Solutions sales intelligence work, which secured 3 new headcounts * Hired, coached, and leading a team of two data scientist and an intern | |
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| **Twitter,** San Francisco, CA  *MoPub – app monetization platform, acquired by Twitter* | **2013-2015** |
| ***Lead Exchange Analyst****, promoted in 2015*   * Analyzed customer needs for ad inventory management. Developed educational workshops for sales and product marketing. Guided product team to launch a change in auction mechanism, and A/B test automated price floor changes * Created and monitored KPI’s for new product rollouts, like Native Ad Serving, Private Marketplace, Twitter Audience Platform * Managed third-party analytics vendor relationship. Analyzed internal and external clients’ needs, specified changes to the product which increased usage by 3X | |
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| **The Cambridge Group,** Chicago, IL  *Management consulting company, subsidiary of Nielsen* | **2011-2013** |
| ***Senior Business Analys****t, promoted in 2013*   * Constructed segmentation framework to identify customer insights, and analyzed stored resilience to digital competitor for a large US retailer. Presented recommendations to c-suite, which shaped marketing efforts for upcoming holiday season and determined the closing down or renovation of ~800 US stores * Built predictive model to identify target customer segment for a major insurance company. Achieved company sign-off. Implementation of model enabled company to execute on 2013 strategy to activate target segment  |  |  | | --- | --- | |  |  | | |
| **ADDITIONAL** | |
| * Conversational in Mandarin * Volunteer with Minds Matter; half-marathon runner | |