

# Martin Yim

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## Experience

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### **M.Gemi**

*Data Analyst*

**New York, NY**

*December 2017 - Present*

- Wrote scripts which ingested 3rd-party data, built models/analysis, and recouped \$100,000 of revenue
- Designed and implemented a new analytics schema and transformation layer using Jenkins and dbt
- Conducted analysis resulting in identification and removal of a website tool negatively impacting a KPI
- Built and maintained reporting and data integrity in Looker as well as inheriting a Flask app
- Simultaneously assisted nascent sister company for six months with BI needs across all functions

### **Credo Reference**

*Data Analyst Intern*

**Boston, MA**

*January 2017 - May 2017*

- Created a visualization illustrating that a critical manual process was flawed
- Reduced runtime from three days to 12 hours by refactoring scripts that parsed and analyzing data
- Used user stories to design and implement five client-facing dashboards, automating ad-hoc analysis

### **Analytic Partners**

*Analyst Intern*

**New York, NY**

*May 2016 - July 2016*

- Worked with other analysts to create marketing mix time series regression models on client data
- Created visualization showing weather seasonality effects on client outcomes
- Helped create presentations in Powerpoint as well as cleaning and manipulating data in Excel

### **Credo Reference**

*Business Analyst Intern*

**Boston, MA**

*January 2016 - April 2016*

- Increased Salesforce database hygiene by creating new fields, workflow rules and triggers
- Summarized product sales data which demonstrated which products were over and underperforming
- Wrote a market research report for the CEO which contributed to the decision to forgo a project

### **Center for an Urban Future**

*Research Assistant*

**New York, NY**

*May 2015 - August 2015*

- Collected raw data for multiple research reports on economic development issues in New York City
- Made memos for the Executive Director, edited research reports, and transcribed interviews

## Education

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### **Boston University**

*B.A. Economics, Minors: Computer Science, Statistical Methods*

**Boston, MA**

*Graduated May 2017*

## Skills

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**Technical:** Python, SQL, Looker, dbt, Excel