

ETHAN CHEN

1532 Hemlock Ave • San Mateo, CA 94401

732-763-2038 • ethanchen@berkeley.edu

LENDINGTREE, Burlingame, California • 2012 – Present

Senior Manager, Strategy & Analytics (2013 – Present)

Manager, Strategy & Analytics (2012 – 2013)

Responsible for all strategy and analytics for the mortgage vertical (80% of company revenues).

Marketing

- Increased daily profit by 50%+ by building and implementing a profit maximization model
- Developed bid elasticity models for Google paid search campaigns; results increased SEM profits by 10%+

Sales

- Established sales analytics and expanded team to 1 FTE and 1 intern
- Increased revenues by \$4M+ in 2015 through lender interviews and data analysis

Product

- Leading effort to scale up the home equity product; targeting 2x revenue in 6 months
- Deep-dived into purchase leads to understand performance for lenders; recommended product changes that improved lender metrics by ~20%
- Automated marketing and sales reporting resulting in 1 hour+ of time savings daily

UNIVERSAL AMERICAN, Rye Brook, New York • 2010 – 2012

Business Analyst

Spearheaded company's effort to clear regulator sanction, which was lifted after 6 months. Responsible for marketing and sales analytics during annual selling season (Oct – Dec).

Key contributions:

- Built centralized databases to track sales agent quality, results allowed compliance team to terminate 5% of worst-offending salesforce; developed and published dashboards for various levels of company
- Developed indicators across the insuree enrollment process to detect possible agent fraud
- Analyzed marketing program response rates, benchmarked against past years' results; calculated true costs of a sale given different population types

MARS & COMPANY, Greenwich, Connecticut • 2007 – 2010

Associate Consultant

Multi-industry strategy consulting for General Motors, ConAgra, Pernod Ricard, Sony Ericsson, Alstom, Northrop Grumman and Pepsi. Designed and carried out analyses.

Key contributions:

- Developed plan to obtain \$60+M in marketing funds from distribution partners by conducting competitive intelligence and evaluating distributor cost structure
- Created short-term turnaround strategy and roadmap by performing in-depth market research and competitor benchmarking to identify best practices.
- Performed in-depth evaluation of healthcare IT industry; evaluated potential joint-venture or acquisition targets

VOLUNTEER EXPERIENCE

HYSTA, San Francisco, California • 2013 – 2014

Director, Marketing • Deputy Director, 2013 Annual Conference

Led marketing for non-profit organization with 7000+ members. Successfully organized and promoted 2013 annual conference with 900+ participants.

Key contributions:

- Increased newsletter open rates by 40+% through A/B testing

EDUCATION & TECHNICAL SKILLS

MBA (exp. 2018), Haas School of Business, Berkeley, California

BA, Economics and Statistics (2007), Rutgers University, New Brunswick, New Jersey

MS Excel • SPSS • MailChimp • SQL • Bloomberg • Fluent in Chinese