

Jason C. Chang

Over 8 years of Data Analytics in Sales Channel Forecast, Demand Planning, and Digital Marketing

6 years of Product/ Project Management experience to improve processes through digital transformation, ownership of product lines over 500 million in sales, and led suppliers, third-party service providers, and departments from satellite locations and created Dashboards for C-level executives

EXPERTISE

ADVANCE:

Data Analysis,
Data Management,
Product Management,
Digital Marketing PPC

STRONG:

Data Analytics, DAX,
Power BI, SQL, Zendesk,
Google Campaign/ Google
Analytics/ Google Data
Studio, Facebook
Campaign, STAR/ ER
diagram, Filmore

KNOWLEDGE:

Oracle, Pop SQL, Access,
MySQL, SharePoint,
A/B Testing

INDUSTRIES:

Consumer Electronics,
Digital Marketing,
Aftermarket Automotive

CERTIFICATION

Big Data Technology Fundamentals

Certified by: AWS
June 2019

AWS Cloud Practitioner Essentials Pricing and Support

Certified by: AWS
June 2019

Analyzing and Visualizing Data with Power BI

Certified by: EdX
July 2019

EDUCATION

University of California Riverside

B.S. Business Administration

CONTACT

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PROFESSIONAL EXPERIENCE

Advantage Solutions

Irvine, CA

Sr. Data Analyst

Oct 2021 – Current

- Responsible for Ad-Hoc Reporting, gathered requirements for new surveys, extracted data from multiple sources (snowflakes, Idig, Karma), and translated into dashboards and KPIs comprehensible for all levels
- Utilized STAR Schema to build, maintain and improve existing dashboards, identified and created new metrics and analytical insight for the upper management
- Analyzed data discrepancies between multiple transactional and relational databases and identified root causes to improve data governance and dashboard design (Power BI)

ModernHomeStation

Covina, CA

Sr. Business Data Analyst

Sep 2018 – Sep 2021

- Quadrupled the Digital Ad Spending while improving the profit margin, and achieved the sales target 5 months ahead of schedule FY 2020
- Provided A/B testing insights, correlation of Ad Copy/ Keyword/ Platform Update/ competition/ market-fit/ new product evaluation, and increased ROAS by 21% FY 2020
- Collaborated with Data Scientists, IT, and Marketing members to continuously improve Marketing Funnel/ Performance Matrix, New Product testing, and data integration between platforms, and accounts for 45% of total revenue FY 2019 and 92% of revenue FY2020
- Extracted data from multiple sources and was responsible for Ad-Hoc reporting to the upper management

China Unicom America

Ontario, CA

Business Development Manager

Jan 2017 – Oct 2018

- Responsible for the lead generation and developed strategic relationships with Sony Interactive, Epic Game, Douyu, and Iqiyi, and accounts for \$865,000 in revenue FY 2018
- Independently collected, cleaned, analyzed, and interpreted data from multiple paid/organic resources and translated them into business opportunities

Marshall Electronics

Torrance, CA

Project Specialist

Aug 2014 – July 2016

- Responsible for over 50 projects in a cross-functional agile environment, attained 95% roadmap completion rate, and accounts for over \$5 million in sales FY 2015
- Managed PMO structure, roadmap, change management, and communications from all stakeholders to ensure project delivery within the statement of works
- Improved project sequencing by 33% with the implementation of software Sourceforge

Cadence Acoustic Ltd. /Deccon International Ltd.

CA/NJ/Shenzhen/Taiwan

Project Specialist/Business Analyst

Jun 2010 – July 2014

- Forecasted Sales from data sources across satellite locations and arranged inventory levels across 4 major warehouses during relocation, and maintained 95% fulfillment rate FY 2013
- Ownership of product lines account for over 500 million in revenue FY 2013
- Standardized forecasts (data pull using SQL) and price change procedures across multiple segments of customers, warehouses, and geographic locations, and resulted in shorten the process time from 1 day to 4 hours