

# Ronald Yang

📞 (514)-549-0633

✉️ ronald.z.yang@gmail.com

## 🎓 EDUCATION

### McGill University

Bachelor's Degree in Political Science (B.A),  
Minor in East Asian Cultural Studies  
2010-2014 | Montreal, Canada

### St. George's School

BC High School Diploma,  
graduated Honours with Distinction  
2005-2010 | Vancouver, Canada

## 🔗 INTERESTS

### Arts – ecureuilmort.com

Co-Founded an arts website to help curate and promote artists in music, photography, and writing.

- Designed UI & UX of the website as well as curate content
- Planned website feature roadmap with co-founder

### Photography – rzyang.com

35mm and 120mm film photography

- Interested in landscape, portraiture, and street photography

### Other Interests

Bouldering, soccer, basketball, volleyball, the great outdoors and road trips

### Currently

Learning python 3, learning UX design, figuring out what next to watch with my movie club, planning out my next road trip, and how to be a better ally to BIPOC.

References available upon request

## 📄 EXPERIENCE

### Conversion Strategist & Optimization Manager

SplitBase 2017-2020 | Montreal

- Managed and configured analytics and experimentation programs for our various e-commerce clients, using tools such as Google Analytics, GTM, Optimize, Optimizely, Convert, VWO, and HotJar
- Led qualitative and quantitative research through analytics, polls, surveys, usability testing and other methods to uncover friction points.
- Worked with tech, designers, and copywriters to launch A/B tests and implement changes.
- Conducted post-experiment analyses and created reports and visualizations to communicate results to clients.

### Personal Styling Program Manager & Analyst

Frank And Oak 2015-2017 | Montreal

- Created sales reports and performed revenue forecasting for upper management
- Managed personal styling team, ensuring 1000+ orders were fulfilled each month to ensure constant revenue flow.
- Led program analytics and optimization to reduce customer churn and return rates.

### Development Communications

Crew June 2015 | Montreal

- Updated and created documentation for internal communications between sales, marketing, and development teams.
- Wrote copy for FAQs and on-boarding documents for clients
- Wrote out specifications for new features and created QA protocols
- Tested and reported bugs via Github and traiged bug submissions for the dev team.

### Business Development

Kreate Solutions Inc. 2014-2015 | Montreal

- Worked closely with the sales team and founders to generate new leads.
- Helped direct and implement AUS McGill's mobile app marketing campaign.

### E-commerce Manager

Save'N Shop Home Necessities 2012-2014 | Vancouver

- Created and managed webstore through Amazon Seller Central
- Led merchandising, created product photography and product copy
- Handled customer concerns and issues
- Analyzed product sales