

Yi Hsiang Yen (Royce Yen)

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EDUCATION

National Central University, Taoyuan, Taiwan

B.A. in Business Administration

Jun. 2019

Coursework: Calculus, Statistics, Data Mining for Business Analytics (SAS EG), Special Topics on ERP and Data Warehouse (SAP BW)

WORK EXPERIENCE

APPIER GROUP, INC., Taipei, Taiwan

Senior Campaign Analyst

Sep. 2022 - Feb. 2023

- Analyzed app downloads trends, revenue, and engagement performance to orchestrate optimization plans for user acquisition campaigns in South Korea, driving a total revenue of approximately \$1.8M.
- Built fraud detection and prevention reports with SQL, Tableau, and Excel to identify suspicious traffic and provide adjustment recommendations for 3+ campaigns.
- Identified user needs through interviews, collaborated with developers to create a one-time setup function for budget adjustments, reducing manual operational efforts from daily to monthly.

Campaign Analyst

Jul. 2021 - Sep. 2022

- Managed 80+ ad network and real-time bidding (RTB) user acquisition campaigns across e-commerce, gaming, and fintech industries in South Korea and the USA.
- Implemented A/B testing methodologies on inventories, creatives, user lists, and AI model settings, contributed to a total revenue of approximately \$2.4M.
- Mentored approximately 10 members with over 30 campaigns on advertising and product knowledge, achieving a 100% pass rate in probation interviews.

DELOITTE & TOUCHE CONSULTING CO., Taipei, Taiwan

SAP Analyst II

Jun. 2021 - Jul. 2021

- Developed data pipelines for supplementary reports through process chain configuration in SAP IBP and APO within a system roll-out project.
- Created the first SAP S/4HANA Migration Cockpit internal training material, reducing training effort from 16 hours to a 5-10-minute read.

SAP Analyst I

Jan. 2020 - Jun. 2021

- Coordinated a SAP ERP system migration for terabyte-sized business data, including data cleansing, configuration, migration to validation.
- Diagnosed and reported data extraction and migration performance issues using the SAP S/4HANA Migration Cockpit, and collaborated with the SAP India team to successfully address two bug fixes.
- Delivered cross-country training sessions for 30+ users to facilitate smooth transitions to new systems.

SAP, Taipei, Taiwan

Digital Marketing Intern

Oct. 2018 - Jul. 2019

- Collaborated with management to consolidate digital channel data from Adobe/Google Analytics and external reports, establishing a unified view for C-level executives to monitor conversion performance.
- Proofread and localized 100+ marketing collaterals, including website translation, video subtitles, white papers, and infographics, reaching a total of 80,000+ views across all digital channels.
- Managed owned YouTube account to enhance engagement and increased YouTube-generated leads from 0 to 25 in 2019.
- Systemized a standardized training procedure for the SAP TW Digital Marketing Internship Program to facilitate smooth transitions for new hires.

RELEVANT SKILLS

- Technical Skills/Tools: SQL, Tableau, SAP (ERP/BW/Migration Cockpit), Jira, Grafana, Python
- Certificates: Datacamp Python/SQL Fundamentals, Google Analytics, Google Ads, HubSpot Digital Advertising, SAP S/4HANA Sourcing and Procurement (SCM)