

Lian Wang

Marketing Analysis Manager

Result driven marketing analyst and performance marketer with 6+ years experience in B2B, 3+ B2C and SaaS business marketing in Silicon Valley. Specialized in A/B testing, paid performance campaign analysis, UX analysis and optimization testing design with data-driven marketing solutions.

Specialty

- Analysis: Descriptive analysis, Inferential analysis, ROI, Churn analysis, LTV, Statistic analysis
 - A/B Testing : Optimization strategy, statistical approach, and result evaluation
 - User Acquisition: PPC paid advertising, User Acquisition and activation, retention
 - Tools: SQL, R, Excel, Google Optimize, Instapage, Fullstory, Google Analytics, Salesforce, Ahrefs
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Experience

Growth Marketing Analyst, Demand Generation

SONY, San Diego, CA 2023.2– Present

Growth Marketing Analyst, Demand Generation

Womply, San Francisco, CA 2019.8 – 2022.5

- Designed and implemented A/B testing, hypothesis testing roadmap that improved web end conversion rate by up to 20%.
- Own the testing project that Including designing metrics and test groups, implementing data tracking, analyzing statistically significant results, probability approach and deploy changes.
- Support the growth team by providing weekly paid channel performance report and analysis, created aggregated reports to identify opportunities in campaign optimization and landing page UX issues.
- Analyze web performance from heatmap, session behavior, down funnel performance etc., detect potential optimization opportunities for user's web search experience, landing page conversion experience.
- Work cross-functionally and bridging between data science, product, design, content, and growth team, ensure customer experience, conversion performance and reduce risk when new page or new feature launch.

Key achievement:

Implemented hypothesis testing roadmap for growth marketing performing, conduct 15+ hypotheses testing during COVID.

Experiments such as prison page, gamification, geo-fencing, device separation that resulted in up to 7% to 20% improvement in CVR in user acquisition.

Performance Marketing Manager, Growth CRO

InfluencePeople, San Francisco, CA 2019.1 – 2019.8

- Provide CRO and A/B testing strategy for a portfolio of clients, and more including the strategic development of long-term test plans and roadmaps that align with their business strategies.
- Work with cross functional teams including engineering, QA, and program management to ensure execution and launch of all A/B tests within projected timelines and budget.
- Analyze and report test results and insights, presenting findings to stakeholders utilizing this data to drive additional learnings that inform larger marketing initiatives and future testing.

- Develop and present business updates to client team, stakeholders, and other executives on a quarterly basis including a full program review of test results/insights, wins/losses, ROI, and test strategies for the upcoming quarter.

Digital Marketing Specialist, SEM Optimization

UCSC, Santa Clara, CA 2017.5 - 2019.1

- Oversaw and manage paid search campaigns in Google, Facebook, LinkedIn. Day to day managing and optimizing paid media account structure, bidding strategy, keywords, and ads group strategy, landing page, creative ideas.
- Build and Maintain CRM datasets used for outreach to each of UCSC's different program's customer segments. Create report and analysis to understand student's courses purchase behavior, lifetime value.
- Work closely with developers on traffic monitor, deep dive and analyze large data sets from database, analyze pre/post behavior performance; provide actionable insights for various marketing needs, create automated data visualizations and dashboards.

Key achievement:

Take lead in SEM campaign management and analysis, generate SEM result ranking from below 20 to overall top 10. Lead in a project of designing UX for landing page, analyze user interactive behavior and page heat map.

Performance Marketing Specialist, User Acquisition

Tubi TV - Fox Entertainment, San Francisco, CA 2016.2 - 2017.3

- Create and optimize PPC campaigns to maximize ROI of advertising budget, provide day to day reporting, analytics, and trending for ads network KPI's, designed A/B and multivariate testing methods for ad creative and user target segmenting optimizations.
- Develop and manage initial user onboarding drip campaigns, optimize onboarding by multi-platform user workflow analysis. Improved retention metrics such as video starts by 10% on android, 8.5% on iOS, movie bookmarks by 4%.
- Develop real-time triggered campaigns automation based on user's lifecycle and segmentation, interface with engineering personnel on API requirements, cooperate with content and product team, develop, and manage CRM campaign calendar.
- Play a key role in OTO content operation, including paid social ads and video marketing; produced original content broadcasted on ROKU channel, ultimately improving overall number of users installs on ROKU TV by up to 15%.

Education

2023- 2025	Master's of Science Degree in Business Analytics	UCSD, San Diego U.S.A
2013 – 2016	Master's of Art Degree in Multimedia Communication	Academy of Art University, U.S.A
2008 - 2012	Bachelor's of Art Degree in Advertising	Beijing Union University, Beijing, China

Certificate & Award

2022	Statistic Machine Learning for Analytics, MasterTrack™ Certificate	University of Chicago, Coursera
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