Data Analyst
Data Analytics @ Credit Sesame
San Francisco, CA
Authorized to work in United States for any employer
Work Experience
Data Analyst
Credit Sesame - San Francisco, CA
September 2017 to Present

Analytics Consultant
Message Mechanics - Palo Alto, CA
June 2017 to Present
• Consulted product market structure for marketing-software companies to develop go-to-market sales and account expansion strategy, including product packaging, pricing models and client structure
• Analyzed client data and product usage to build out solutions with compelling positioning and key selling conversations
Technical Tool Used: SQL, Python, Tableau, Excel

Business Analyst
Bomoda - New York, NY
December 2016 to Present
• Analyzed brand/product keywords, attributes, KOL and competitor performance on earned media channels, working in BI data warehouse to filter diverse data source
• Prepared reports with key metrics, consumer insights and data visualization, generating optimization takeaways for c-level clients to improve marketing & campaign strategy
• Participated in 3 deal pitch of total $1M worth. Coordinated teams to devise product functionalities and process for business deliverables
Technical Tool Used: SQL, Python, Excel

Marketing Strategist Intern
HEED Group - New York, NY
May 2016 to August 2016
• Managed clients user acquisition channels, including search, social, video, mobile, and partnerships, increasing 30% traffic
• Built analytic dashboard and calendar, reviewing performance and budget adjustment to achieve best practice and higher ROI
• Led jewelry e-commerce project, including influencer outreach and SEM campaign initiatives; improved conversion rate by 67% through ongoing a/b testing
Technical Tool Used: Google Analytics, Google AdWords, HootSuite

Sales and Trading Analyst
JPMorgan Chase - Taipei
August 2012 to July 2014
• Managed sales pipeline by developing action plans for new accounts across business lines that improved accounts' profitability by 18%
• Led initiatives in best possible foreign exchange trades execution for key accounts, collaborating cross-functional teams to minimize turnover time
• Nominated by regional sales head as 2013 distinguished team player
Technical Tool Used: Thomson Reuters Eikon, Bloomberg Terminal, Excel

Education
Master's in Integrated Marketing - Marketing Analytics
New York University New York, NY
September 2015 to May 2017

Skills
audience engagement (2 years), Data Analytics (1 year), DIGITAL CAMPAIGN (2 years), Digital Marketing (2 years), Excel (4 years), SAS (1 year), SQL (1 year), Python (Less than 1 year), Email Marketing (2 years), Social Media Marketing (2 years), Market Research (2 years)
Links
http://linkedin.com/in/nyuchiahualintw
Certifications
Google Analytics
Present
The SQL Bootcamp | Udemy
Present
Python | Codecademy
Tableau 9 Essential Training | Lynda
Social Media Training | New York University Office of Interactive Media