1. Led marketing mix analysis to evaluate promotion campaign performance, quantify business impact and deliver ROI for each consumer media channel for KEYTRUDA, NEXPLANON, GARDASIL 9, BELSOMRA and JANUVIA; Ran various what-if scenario analysis to support brand team’s 2019 Investment Profit Plan

* Provided promotional and cost effectiveness evaluation for $117MM invested in KEYTRUDA TV, $30MM invested in KEYTRUDA Paid Digital Media, $14MM invested in KEYTRUDA paid search and $7MM in Print.
* Conducted pathway analysis to help brand team understand halo impact between consumer media channels and better specify multi-million investment mix plan
* Completed what-if scenario analysis to determine the optimal resource allocation to support brand team’s 2019 Investment Profit Plan.
* Support team members to successfully complete 2019 IPF work and provide a portfolio view of investment across brands

1. Led Exposure-to-Claim study in consumer marketing to support brand team’s media planning decisions.

* Collaborated with market research team, COE, media agencies and Crossix to quantify net conversion lift driven by media campaigns, deliver data-driven insights, and recommend optimal media mix strategies for KEYTRUDA, GARDASIL 9, NEXPLANON, JANUVIA and BELSOMRA
* Provided Oncology executive management team ROI assessment for over $100 MM investment on KEYTRUDA TV and ~$50MM investment on KEYTRUDA Digital and Print based on conversion analysis.

1. Partner with COE team and Crossix team to understand how reach frequency drives revenue and affects ROI for paid digital media channels, then determine the optimal minimum/maximum frequency, provide guardrails for different types of publishers and further improve campaign performance
2. Designed and developed a solid methodology for media pilot program analysis to evaluate promotion impact in testing markets.

* Successfully delivered pilot design for BELSOMRA Digital. Recommended the best-bet DMAs for additional investment in 2018 Q4 to accelerate revenue and promotion return

1. Worked with cross-functional team to design and build consumer data management platform (DMP) and consumer reporting and Insights tool (CORI) to support media targeting and media analytics across all franchises.

* Be partner with Salesforce Krux team to understand media data tagging and collection process.
* Worked with third-party design vendor for dashboard design and KPI selection.
* Planned to test CORI in production environment and provide feedback as a downstream user

1. Completed required company training programs on time and attended a seminar of “Introduction to Structural Equation Modeling” offered Statistical Horizons