***2019 Priorities:***

* Proactively provide insights and recommendations to optimize consumer digital marketing and mass media mix investments to inform 2020 budget and in-year optimization choices for Oncology, Vaccine, Chronic Care and Woman’s Health franchisees

1. Led marketing mix analysis to evaluate promotion campaign performance, quantify business impact and deliver ROI for over $300MM media spend to support KEYTRUDA, NEXPLANON, GARDASIL 9, P23, BELSOMRA, JANUVIA and STEGLATRO brand teams’ decision making
2. Performed what-if scenario analysis to determine the optimal resource allocation of +$200MM consumer marketing budget to support brand team’s 2020 Investment Profit Plan
3. Provided colleagues inputs of consumer marketing performance to complete 2020 IPF work and provide a portfolio view of investment across brands
4. Collaborated with Crossix to quantify net conversion lift driven by consumer campaigns, deliver data-driven insights, and recommend optimal media mix strategies for KEYTRUDA, NEXPLANON, GARDASIL 9, P23, BELSOMRA, JANUVIA and STEGLATRO
5. Helped KEYTRUDA team reshape their 2019 2H consumer marketing strategy and investment mix due to TV, streaming and online video promotion loss
6. Provided optimal strategy mix and budget allocation for 2020 KEYTRUDA Masterbrand launch planning

* Continue to deliver ad-hoc analysis to help business partners identify best-bet markets to boost brand sales through customized media strategy and optimize local media mix investment

1. Successfully delivered pilot design for KEYTRUDA Melanoma digital campaign. Recommended the best-bet DMAs to accelerate revenue generation and promotion return
2. Profiled and scored DMAs to recommend best-bet markets for JANUVIA Facebook Suppression Test
3. Ran statistical power analysis to determine sample size for Gardasil 9 In-Home pilot program measurement and Nexplanon Facebook pilot design
4. Worked with digital innovation team to successfully launch Aptus Health HPV Education Program and also supported pharmacy solution team to launch in-Market pilot program

* Refine consumer campaign performance dashboard and measurement plan to fit “Patient-First” approach and quantify advantage of high value audience targeting

1. Discussed and refined KPIs in consumer campaign performance scorecard with brand teams and modified measurement plan to provide analytical insights for targeting groups defined by “Patient-First” approach
2. Partnered with Merck business stakeholders and external vendors to apply A/B testing experiments to measure effectiveness and efficiency of high value audience targeting
3. Worked with cross-functional team to successfully design and build consumer data management platform (DMP) and consumer reporting and Insights tool (CORI) to provide leadership teams a portfolio view of audience quality, patient conversion, campaign effectiveness and promotion efficiency across different BUs

* Continue to evolve analytic capabilities to optimize consumer engagements, e.g. estimate optimal digital frequencies

1. Measured promotional lifts and ROIs by different digital frequency groups and recommend the minimum frequency and maximum frequency for different publishers as well as different types of media buying, e.g. endemic, programmatic, demo, etc. to help NEXPLANON and P23 team understand risk of under-targeting or over-targeting
2. Worked with digital COE team to track and optimize digital frequency and reach rate

* Continue Investment Analytics Internship Program to identify & evaluate early analytic talent

1. Managed and coached summer interns. Helped them gain more hands-on analytical skills and developed their business presentation skills

* Embrace new ways of working

1. Supported the mindset and behavioral shifts in new Ways of Working. Asked business stakeholders to provide feedback, set up brainstorming sessions and encouraged open communication, cooperation and the sharing of knowledge