

SHULIAN GUAN

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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY

Dec. 2020

M.S. in Marketing Analytics (STEM-Certified Program) GPA: 3.86/4.0

Available for full-time in Sep. 2020

- Merit Scholarship Recipient; Member, Simon Marketing Association, Simon Data Analytics Club.
- Related Courses: Digital Marketing Strategy, Data Management for Analytics, Predictive & Causal Analytics in R.

PEKING UNIVERSITY - Beijing, China

July 2017

B.A. in Economics & French GPA: 3.7/4.0

- Related Courses: Growth Economics, Econometrics, Socio-Economic Survey Data Analysis, Social Psychology
 - Co-Founder/President, Cantonese Culture Association; Vice President, Youth Volunteers Association.
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SKILLS & ASSETS

- **Digital Analytics:** Google Analytics, Adobe Analytics, Google Ads, Facebook Ads, AppsFlyer, Vungle
 - **Programming & Data Visualization:** R, SQL, Python, Stata, Advanced Excel, Tableau, Google Data Studio
 - **Languages:** Cantonese & Mandarin Chinese (native), English (business proficient), French (conversational).
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PROFESSIONAL EXPERIENCE

FOTOABLE Inc. - Beijing, China

July 2018 - June 2019

Digital Marketing Analyst, User Acquisition Team

Fotoable is a leading mobile game developer focusing on Northern American markets with 1 billion+ downloads worldwide.

- Managed and optimized global paid mobile campaigns on Facebook Ads/Google Ads; executed daily/weekly/monthly bid and budget optimization - ran A/B testing for audience segments, campaign goals, and creative assets resulting in an increase in CTR by 20% and a 10% decrease in CPI.
- Performed ongoing campaign data analysis using Google Analytics/Facebook Analytics/AppsFlyer to generate performance insights and develop user acquisition strategies for casual mobile games within US/Canada markets.
- Conducted ad-hoc analysis included lifetime value prediction, retention analysis, customer journey analysis and user segmentation using SQL/Excel; presented performance analysis report to internal stakeholders on a weekly basis.

GLOBAL HOME SHOPPING - Beijing, China

July 2017 - May 2018

Marketing Analyst, Growth Marketing Team

- Analyzed 5 years of sales data examining 30+ categories on TV shopping and e-commerce channels to identify customer purchase preferences and inform marketing strategies, leading to a 12% increase in quarterly sales.
- Built monthly/annual data-driven performance reports with SQL, Excel, and Tableau; generated marketing insights for the buying team to improve the effectiveness and efficiency of customer demand planning.

SIMON VISION CONSULTING - Rochester, NY

Oct. 2019 – Dec. 2019

Intern Consultant, Data Management & Consumer Insights

- Cleaned 10k+ historical customer data from fragmented data sources using R and built a new database connection in MySQL; improved data process efficiency and reduced data retrieval time by 40%.
 - Conducted exploratory data analysis (EDA) on customer data with Python to generate insights on marketing strategies; used Tableau to provide visualized results in the final presentation to the client.
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ANALYTICS PROJECTS

MONRO AUTO SERVICE - Rochester, NY

Feb. 2020 – Apr. 2020

Marketing Analyst - Simon Practicum Course Project

- Analyzed 280k+ customer transaction data in R to effectively study consumer purchase behavior by products/service, car models, store brands, and geographic locations, enabling greater clarity for developing marketing strategies.
- Implemented RFM customer segmentation analysis to identify high-value customers and developed marketing mix recommendations; created Tableau dashboard for data visualization and presented analysis and insights to client.

M&T BANK - Rochester, NY

Oct. 2019 – Dec. 2019

Digital Marketing Analyst - Simon Digital Marketing Course Project

- Conducted secondary research to analyze the customer journey, personas, and digital touchpoints of M&T's target customers, enabling M&T to better understand younger Millennial and Gen-Z consumer habits.
- Performed SEO and social media audit combined with competitor analysis to provide recommendations on digital marketing strategies; consolidated all recommendations into a PowerPoint and delivered actionable insights to client.