

# ALEXANDRA KHOO

US Permanent Resident (Singapore citizen), authorized to work in US & SG without sponsorship  
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Strategic operations and data professional with a track record of analytics enablement (6+ years). Seeking hybrid roles where I can uncover insights as well as optimize systems and communication channels around data for mission-led growth.

## Experience

### Product Analytics & Operations

07/2024 - Present

[alexandrakhoo.com](https://alexandrakhoo.com)

Independent | United States

Engaged in independent projects and community work to sharpen product & collaboration skills

- Analyzed user behavior data, including signup funnel flow, in SQL to uncover engagement insights and areas for feature improvement
- Completing GoPractice Product Management Simulator with *Amplitude* tool, applying data-driven frameworks to solve simulated product challenges
- Delivered a [data storytelling track talk](#) at MDS Fest 3.0 conference for data professionals
- Member of Programs Committee for the Data Visualization Society (20,000+ members)

### Product Operations (Data & Analytics)

10/2021 - 06/2024

Delivery Hero (XETR: DHER)

B2C Food delivery platform with \$13 billion revenue in 2024 | Singapore

Led operational excellence initiatives for 50+ product analysts and data product engineers, improving product development lifecycle

- Enabled clearer visibility into KPIs (e.g. new users, order conversion, revenue) with executive dashboard revamp on *Google Looker Studio* and data model migration to *dbt*
- Upgraded event tracking and A/B testing tools (*AVO*, *EPPO*) with analytics engineers, leading to 66% increase in experimentation rate and faster product feedback loops
- Served as key project management lead and facilitator for strategy sessions (including risk management) with stakeholders up to SVP and CEO level in Product, UX, and Engineering, steering alignment and achieving actionable outcomes
- Streamlined analytics operating cadence, achieving over 40 weekly man-hours in cost-savings, freeing up time for more in-depth strategic analysis

### Product Operations (Data Visualization)

01/2021 - 06/2021

Human Managed

Startup focused on customized B2B SaaS cybersecurity solutions | Singapore

Recruited for my creative data visualization skills, introduced user-centered data practices  
(Reason for leaving: contractual discrepancies regarding employment terms)

- Served as a cross-functional bridge for the user experience strategy in threat intelligence reporting, coached colleagues, and developed dataviz playbooks/FAQs in *Guru*

### **Data Analyst / Client-facing consultant**

02/2020 - 01/2021

#### **Synthesis.Partners**

Boutique branding consultancy that harnesses open-source data for consumer insights | Singapore

Led analytics for projects to identify emerging trends and next addressable markets, managing delivery timelines and dependencies

- Built end-to-end data pipelines using *SQL* and *Python*, curated bespoke datasets, and developed metrics for a wide range of sectors, from on-demand entertainment to FMCG
- Translated technical methodologies into presentations for non-technical audiences that built trust and enabled customer relationship management

### **Senior Manager, Policy & Strategy**

09/2013 - 01/2020

#### **Maritime and Port Authority**

Public agency powering Singapore's status as a premier maritime hub | Singapore

Progressed through roles of increasing responsibility in international affairs and policy  
(Policy Analyst, Manager, and Senior Manager)

- Developed industry overviews and competitiveness analysis to inform strategic planning, increasingly capitalizing on data analysis techniques (*Excel*, *Python*) in final two years
- Achieved National Excellent Service Award for international stakeholder engagement

## **Tools**

- Data querying and modeling via *SQL*, *Bigquery*, *Snowflake*, *dbt*
- Data analysis in *Python* (*pandas*, *networkx*, *spaCy*), *Excel*, *Googlesheet*
- BI reporting with *Google Looker Studio*, *Tableau*, *Mode Analytics*
- Other data viz with *Python* (*Matplotlib*), *HTML/CSS/Javascript*, *Flourish*, *Datawrapper*
- Version control with *Git*, *Github*
- Program management with *Miro*, *Trello*, *Jira*, *Confluence* / Agile methodology

## **Education**

**University of Chicago, US** - *MA International Relations*

**University of York, UK** - *BA Politics with International Relations*, first class with distinction

Kaplan-Metis Data Science Certification