ALEXANDRA KHOO

US Permanent Resident (Singapore citizen), authorized to work without sponsorship
alexandrak@duck.com | Minneapolis, MN | Linkedin.com/in/alexandra-khoo | alexandrakhoo.com

Hybrid strategic operations and data professional (6+ years) with a track record of analytics enablement. After an overseas relocation, I'm seeking analyst roles where I can uncover insights as well as optimize systems and communication channels around data.

Experience

Product Analytics & Operations   06/2024 - Present
alexandrakhoo.com
Independent

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

- Member of Programs Committee for the Data Visualization Society (20,000+ members), spearheading the development and launch of new peer support initiatives

Product Operations (Data & Analytics)   10/2021 - 06/2024
Delivery Hero (XETR: DHER)
B2C Food delivery platform with $13 billion revenue in 2024

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

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

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

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