

Nick Young

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Professional Experience

Accenture

Consulting Analyst

San Francisco, CA

October 2017 – Present

Product Marketing Analytics Project at a Major Internet Search Company

- Analyzed product purchase behavior to augment cross-selling strategies by identifying high conversion opportunities
- Collaborated with e-commerce team to create a referral program that incentivized promoters to expand customer base
- Increased post-purchase email engagement by 15% through A/B tests and segmentation to meet business benchmarks
- Developed data pipelines and dashboards to report on email performance for product marketing campaign decisions
- Supported the onboarding process for new data analysts and contributed client insights to account leadership and staff
- Bolstered client relationship that led to a signed contract renewal and request by the client to be staffed on future projects

Facebook (Contract)

Data Product Manager

Menlo Park, CA

September 2015 – June 2017

- Launched Share of Wallet, a tool to help Sales move marketing dollars from other advertising platforms to Facebook
- Recruited engineers and managed the product development cycle of a web and mobile version of Share of Wallet
- Designed a system status and communication tool for teams to increase service transparency and build customer trust
- Evaluated third-party data products with Python data science tools to determine the monetary value of external data

Facebook (Contract)

Client Platform Engineer

Menlo Park, CA

June 2011 – September 2015

- Designed software tools to report on machine compliance and health for the world's largest Mac infrastructure
- Integrated unit testing and debugging infrastructure into the team's development workflow to reduce errors by 40%
- Enhanced Mac configuration to reduce machine setup time by 65% and employee time spent at helpdesk
- Supervised university interns in their software development workstreams and reviewed work product
- Open sourced software tools to alleviate similar problems for other engineers - (github.com/facebook/IT-CPE)

TheRealMacGenius.com

Founder

San Jose, CA

January 2010 – January 2015

- Created a website to offer an objective consumer perspective related to Apple technology and products
- Generated 1M+ views and \$25K+ of advertising and consulting revenue to establish site relevance and fund operations
- Recruited a 10+ person team from the US and China to create content, sell sponsorships and manage website growth
- Established strong relationships with industry executives and PR teams for early access to products and interviews

Education

Santa Clara University

Santa Clara, CA

- B.S. in Management Information Systems, Chinese Minor, Major GPA: 3.4/4.0

September 2013 – June 2017

City University of Hong Kong

Hong Kong

- Studied abroad with a focus on the relationship between Mainland China and Hong Kong
- Composed a research paper that explored the ridesharing war between Didi and Uber in Greater China

August 2015 – December 2015

Leadership

Sigma Chi Fraternity – Lambda Gamma Chapter

President

Santa Clara, CA

May 2016 – May 2017

- Led a chapter of 90 members on a \$150K+ budget and received the Dwight Peterson Significant Blue Chapter Award
- Collaborated with the John Lester Foundation to raise \$25K+ for reconstructive surgical care for children

Skills and Interests

- **Languages:** English (native) and Mandarin Chinese (advanced)
- **Software Languages:** Python, Java, Objective-C and SQL
- **Interests:** Travel Hacking, Golf, Soccer, Poker and Coffee