

WEI (Vivi) WANG

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EDUCATION

Boston University

Boston, MA

MS in Applied Business Analytics

Jan 2025 - Present

- Relevant Coursework: Business Analytics Foundations, Cloud Analytics for Business, Quantitative and Qualitative Decision-Making

Beijing Normal University

Beijing, China

B.A. in Communication Studies (GPA 3.71/4.0)

Sept 2007 - Jul 2011

- Relevant Coursework: Mathematical Statistics, Information Retrieval and Utilization, Communication Research Methods, Advertising Strategy, Media Economics, Media Management, Investigation of New Media, Basic Computer Application

StraighterLine: Business Statistics (97.5/100 | 2020), Microeconomics (96.2/100 | 2020)

Certifications: Google Analytics Certificate (2019)

SKILLS

- **Analytics & Programming:** Python, PySpark, SQL, R, and data wrangling for business insights
- **Visualization & BI Tools:** Tableau, Power BI, Google Analytics, and advanced Excel
- **Marketing & Product Analytics:** Campaign performance analysis, audience segmentation, A/B testing, and data storytelling
- **Cloud & Collaboration:** AWS, GitHub, Quarto, and cross-functional analytics workflows
- **Languages:** Fluent English · Native Mandarin Chinese

WORK EXPERIENCE

Weee! (Grocery delivery service)

Fremont, CA

Ads Product Marketing and Operations Manager

Mar 2025 - Present

- Drive the product marketing and data strategy for Weee!'s advertising ecosystem, integrating analytics into product design, pricing, and performance measurement.
- Partner with Product, Data, and Sales teams to define ad product roadmaps, monetization models, and go-to-market frameworks based on data-driven insights.
- Build cross-functional alignment to improve ad product adoption, optimize campaign outcomes, and enhance advertiser ROI through continuous performance analysis.
- Oversee ad operations and reporting automation, ensuring scalable execution and actionable data visibility across teams.

Marketing Manager, Advertising

Sept 2022 - Feb 2025

- Conducted market research and audience segmentation to develop strategic, data-driven advertising plans aligned with business goals and client needs.
- Designed data-driven pricing strategies using demand analysis, A/B testing, and pricing models, enhancing profitability and business performance.
- Applied data analytics to refine sales strategies, optimize sales funnels, and achieve over 60% YoY growth in company ad revenue.
- Analyzed KPIs (e.g., ROI, CTR, conversion rates) across 700+ campaigns, identifying areas for improvement and implementing optimization strategies that boosted ad effectiveness.
- Collaborated with cross-functional teams to develop Tableau dashboards, enhancing campaign monitoring and improving data reporting efficiency by 50%.
- Monitored industry trends and emerging technologies to identify and capitalize on growth opportunities.
- Led a three-person team to meet performance goals, leveraging historical data and forecasts for measurable outcomes.
- Established and nurtured strong client relationships by delivering data-backed solutions that maximized performance while maintaining budget efficiency, resulting in an average 48% YoY increase in business partnerships.