

# Tatiana Yung Wu

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## EDUCATION

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### Master of Science in Business Analytics (STEM)

July 2021

Boston University Questrom School of Business; Boston, MA

### Bachelor of Science, Marketing (HONORS)

May 2019

Suffolk University; Boston, MA

## RELEVANT WORK EXPERIENCE

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### Restaurant Chain Manager/Owner

June 2019 - Present

*Yeogui*, Santander, Colombia

- Improved 70% warehousing efficiencies by expanding and detecting demand through analyzing reports using two years of data from Google Analytics.
- Interpreted data to develop customer personas and identify consumer needs, which led to the development and execution of a business strategy; leveraged data visualization to forecast trends using Tableau
- Enhanced company's data collection and decision making capabilities by implementing a data warehouse strategy and incorporating reporting tools, which contributed to overall revenue growth.
- Applied data reporting using SQL querying to enhance order accuracy, forecast trends and minimize food waste.

### Marketing & Development Intern

January 2019 - April 2019

*Mystic Valley*, Malden, MA

- Analyzed two years of data and facilitated integral steps to improve web traffic, website content, conversions, and user experience.
- Developed new social media campaigns, amplified organization's brand awareness, and raised more than \$82,000
- Boosted online optimization by 20% by identifying areas for improvement within company's digital marketing efforts; developed recommendations and presented insights to senior leadership

## RELEVANT SKILLS

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Technical Skills: Python, Tableau, SQL, MS Access, MS Excel, SPSS, Google Analytics, Pivot Tables.

Web & Design: HTML/CSS, JavaScript, Adobe Photoshop, WordPress.

Relevant Coursework: Data Science and Analytics, Digital Marketing Analytics, Management Information Systems.

Certifications: Google Analytics, HubSpot Inbound.

## RELATED PROJECTS

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### Predicting Clients' Satisfaction Rate

August 2018 - December 2018

Suffolk University, Boston, MA ([Link: https://bit.ly/2BRlJae](https://bit.ly/2BRlJae))

- Conducted exploratory data analysis, using SPSS to create meaningful segments within a dataset.
- Implemented data visualization tools such as Chi Square, Correlation, T-test and Regression to provide client with customer insights via a full consulting, scored highest grade in team project.

## ADDITIONAL INFORMATION

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Language: Professional proficiency in speaking, reading, and writing English, Spanish, and conversational in Mandarin.

Community Service: Collected 12 Million COP to provide resources to more than 450 low income families affected by COVID-19's lockdown in Colombia.