

Yi-shuan (Phoenix) Wang

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EDUCATION

Master of Science in Business Analytics (STEM)

August 2021

Boston University Questrom School of Business; Boston, MA

Bachelor of Arts, Economics

June 2016

National Taiwan University; Taipei, Taiwan

- Ministry of Education “2015 Scholarships for Excellent Students to Study Abroad” recipient

Exchange Student

June 2016

KU Leuven Faculty of Social Science; Leuven, Belgium

RELEVANT WORK EXPERIENCE

Overseas Sales Manager

July 2018 - April 2019

Cheetah Mobile (Global Ads Department), Beijing, China

- Boosted 18% quarter on quarter APAC advertising revenue growth on team of 5; redesigned internal sales management system, built sales and media kits, and organized training sessions for team
- Achieved 121% quarterly personal sales targets and generated 25% of team's quarterly revenue on average, targeting mobile games and e-commerce industries
- Acquired 21 clients and maintained accounts; promoted mobile advertising services, counseled advertisers in bidding prices, and monitored campaign KPIs with account managers to optimize ad performance

Sales Consultant

June 2017 - April 2018

Meltwater, Beijing, China

- Ranked as top 3 sales performer and secured 14 new clients in Greater China
- Averaged 158% monthly sales targets by identifying prospects, pitching services and addressing clients' needs, customizing proposals, negotiating contracts, and facilitating smooth handoffs to Client Success
- Explored new markets in music industry; earned Gold Star record for representing largest concert promoter in Asia (1st deal closed for newly-promoted consultant), representing US\$28k revenue
- Produced 3 clients in 3 months and contributed 117% to team's Q3 sales target which exceeded targets to pass company probationary period

Research Assistant

August 2016 - June 2017

National Taiwan University, Taipei, Taiwan

- Enabled Professor Tsai to spend more time on research and enhanced administrative process by organizing files and documents, drafting budget reports, purchasing office supplies, and training succeeding assistant

RELEVANT SKILLS

Technical Skills: Python, R, SQL

Relevant Coursework: A Crash Course in Data Science, Crash Course on Python, Python Data Structures, SQL for Data Science, Using Databases with Python, Using Python to Access Web Data

Certification: Python for Everybody Specialization (University of Michigan)

ADDITIONAL INFORMATION

Language: Native in Mandarin Chinese; fluent in English