SHIYU YANG

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Experience in data analytics, project management, and database marketing. Strengths in strategic thinking, detailed research, and communicating recommendations to diverse groups. Ability to improve business processes and increase company visibility.

EDUCATION

Texas A&M University, *Master of Science in Marketing***,** GPA 3.83, College Station, Texas   Dec. 2013
Teaching Assistant for Marketing Engineering and Special Topics in Marketing Analytics courses

George Mason University, *Bachelor of Science in Marketing***,** GPA 3.83, Fairfax, Virginia   Aug. 2011
Awarded "Excellence in Major of Marketing" (given to top 10% of class) and graduated with honors

Chang'an University, *Bachelor of Management in Business Administration***,** Xi'an, China   July 2011
Participated in Sino-American 1+2+1 Dual Degree Program

EXPERIENCE

*Marketing Intern – Integration Team***, James Avery Craftsman,** Kerrville, Texas   June 2013 – July 2013
- Facilitated e-commerce project by providing strategy and recommendations to 10 external business vendors for full redesign of website and integration of CRM system
- Identified mailing priority of different customer groups by creating segmentations at zip code level to strengthen sales conversion rate of catalogs and identify potential locations for new stores
- Executed SQL queries and built statistical models with SAS from tremendous amounts of transactional data to identify key factors driving business among Metropolitan Statistical Areas including demographics and socio-economic status
- Developed comprehensive site tracking matrix to monitor KPIs of company's website and generate reports

*Ecommerce Specialist***, B Seated Global,** Guangzhou, China   Feb. 2012 – June 2012
- Recommended concept and design for new company website to be a one-stop shopping site and attract larger customer base
- Advised development team in India for implementation of concept and design for new company website
- Coached 10 manufacturing companies to consolidate shipping containers for larger orders
- Managed quality assurance initiatives by teaching employees how to incorporate standards into assessment process

*Market Development Specialist***, Yuchai Group (NYSE: CYD),** Nanning, China   Sept. 2011 – Jan. 2012
- Negotiated with the local government on the purchase of 40 acres of commercial property
- Conducted on-site research on commercial areas and presented a proposal about construction of a logistics park

*Marketing Research Intern***, Laser ATL Company,** Irvine, California   Jan. 2010 – Dec. 2010
- Executed surveys and interviews and drafted research report to determine feasibility for $3MM project based on pricing
- Presented recommendations after conducting secondary research on tradeshows, competitors' products, and product insurance of which 80% were implemented

*Manager Assistant***, IrvineMarket Real Estate,** Irvine, California   Dec. 2009 – Jan. 2010
- Negotiated with 10 banks including Wells Fargo and Bank of America on foreclosure listings to achieve 25% of the Real Estate Owned (REO) listings worth $10MM
- Redesigned and updated company's website and established the URL to appear in the top five entries in Google search lists, increasing number of clients by 20%

PROJECTS

Caterpillar Global Petroleum Group – Researched factors driving customers' natural gas fuel sources and predicted which natural gas fuel sources will be utilized in drilling and fracturing applications, and the percent mix for each fuel type

Jardine Foods – Determined price for new brand of hot sauce in mainstream retailers in the U.S. based on elasticity modeling

Honda – Developed and implemented integrated marketing communications (IMC) campaign to increase purchase consideration of 2013 Honda Civic Sedan among Gen Y target market with $3,000 program budget

7F Lodge – Established Google AdWords campaign to increase the profitability of company's event venue rental business

SKILLS AND CERTIFICATES

Certificates – SAS Certified Statistical Business Analyst, SAS Certified Advanced Programmer, SAS Certified Base Programmer, Google Analytics Individual Qualification, Google AdWords Individual Qualification

Computer/programming skills – Microsoft Excel(vlookup, VBA, Solver), Access, Project, Map Point, C Language, R, SPSS, SQL, HTML5, CSS, XML, SEO, Google Webmaster, Omniture SiteCatalyst, Dreamweaver, Photoshop, Oracle BI Discoverer

Work Authorization: Eligible to work in the US through optional practical training (OPT); F-1 visa holder