

Yang Hung

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Experience

- Aug 2012–Present **Data Analyst at GraphScience** Palo Alto, CA
- Managed end-to-end client relationship with upscale fashion retailer, convincing client to increase Facebook advertising spend from \$270K to \$450K monthly
 - Managed team of 2 analysts to work with company's biggest client, ensuring consistent ad performance and delivering upon 60% of company revenue
 - Implemented custom landing page strategy in conjunction with traditional Facebook ads, increasing advertising ROI by 67% for client
- Jan 2012–Aug 2012 **Senior Business Insights Analyst at eBay Inc.** San Jose, CA
- Collaborated with Business and Product teams to monitor SEO channel performance, providing insights for 20% of e-commerce revenue stream
 - Pioneered framework to analyze cannibalization effects between SEO and SEM marketing channels, identifying \$25 million annual savings in online ad spend
 - Created 5 interactive dashboards used by 16 colleagues in SEO cross-functional team, streamlining data query and report generation processes
- May 2011–Sep 2011 **Clinical Supply Chain Summer Associate at Pfizer Inc.** Groton, CT
- Piloted Excel tools to merge data from four different vendor systems and synthesize metrics on dashboard, saving 8 hours of manual work weekly
 - Analyzed spend profile of global drug distribution network totaling 80,000 annual shipments, identifying \$1.02 million in logistics cost reduction
- Dec 2008–Jul 2010 **Analytic Consultant II at FICO (Fair Isaac Corp.)** San Rafael, CA
- Established informal mentorship program for new employees, training 5 junior analysts on best practices of data modeling and Excel tools creation
 - Developed new customer acquisition strategy for client's credit card portfolio, outperforming original strategy by \$700K annually
 - Performed cluster analysis on 9.8 million car renter database, producing additional cost savings of \$10K annually by forgoing 3rd party marketing data
- Aug 2007–Dec 2008 **Analytic Consultant I at FICO (Fair Isaac Corp.)** San Rafael, CA
- Selected for 3 month rotation to Beijing, leading 3 junior analysts from the US and China to create risk models for a \$1.9 billion small business loans portfolio
 - Automated client deliverables processes, reducing standard project delivery cycle by 3-4 weeks per project

Education

- Aug 2010–Dec 2011 **University of Michigan** Ann Arbor, MI
- Master of Science – Industrial and Operations Engineering
GPA: 3.7/4.0 GRE: 1520/1600 (96th Percentile)
Tauber Institute for Global Operations (Leadership Development Program)
- Aug 2003–May 2007 **University of California, Berkeley** Berkeley, CA
- Bachelor of Science – Industrial Engineering and Operations Research
Regent's and Chancellor's Scholar (4 Years Full Scholarship)

Technical

VBA, SQL, SAS, R, Matlab, Perl, Tableau

Languages

Fluent Mandarin Chinese, Basic Conversational Spanish