

Youjia Chen

(646) 941 - 3330

yjchen9596@gmail.com

www.linkedin.com/in/youjia-chen/

SKILLS

Programming: R, Python, SQL

Data Tools: Tableau, PowerBI, Lightdash, Snowflake, DBT

Marketing Platforms: Google Analytics, Salesforce, WordPress

EMPLOYMENT

Wonders Corporation, Remote - Marketing Analyst

August 2023 - Present

- Revamped weekly lead funnel reporting and conducted monthly data analyses, achieving an 80% increase in marketing lead interactions and enhancing reporting efficiency by 72% through an automated data pipeline from Salesforce to Google Sheets.
- Created marketing channel and state penetration dashboards using Lightdash and R Shiny. Integrated data from Snowflake, Salesforce API, and Google Sheets, utilizing dbt, SQL, and time series analysis for strategic decision-making.
- Investigated and resolved complex data issues to enhance data integrity. Conducted comprehensive market research and GMV statistical analysis using R, employing linear regression and chi-square tests to uncover trends and assess factors affecting key business metrics.

American University - Center for Data Science, DC - Student Research Fellow

September 2022 - May 2023

- Collaborated with Dr. Jeff Gill on projects involving machine learning and Bayesian statistics, applying these methods to political data regularization and conjoint analysis.
- Managed and structured data for over 200 survey respondents using R, enhancing model accuracy through advanced data visualization techniques.
- Conducted initial data cleaning and exploratory analysis on survey data regarding political violence tolerance, developed bibliographies, and built initial predictive models using statistical methods to understand key factors and trends.
- Utilized Lasso regression to analyze polling data, refining predictive models that assess voter behavior and preferences, enhancing the accuracy and relevance of political forecasts.

EDUCATION

American University - *MS, Data Science*

Lesley University - *BA, Political Science*

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Certified Data Scientist, IBM (2023)

Ongoing training in advanced marketing analytics and strategies via Google Analytics Academy.