

**Deadline Approaching** - Earn your Master's in Data Science in as few as 18 months with Syracuse. 廣告 ...




Fangfang Tan • 3 度

Manager, Advanced Analytics at Google

Mountain View, California


傳送訊息



 Google

 Tilburg University

 查看聯絡資料

 500+ 位聯絡人

Experienced Data Scientist with a demonstrated history of working in the tech industry. Skilled in Analytical Skills, Statistical Modeling and Casual Inference Research and Experiment Design. Prior to my data science career, I was a research fellow at the Max Planck Institute and UCSC, and a Ph.D in Economics focused in Microeconomics, Behavioral Economics, Experimental Economics from Tilburg University.

顯示較少 ^

## 工作經歷



### Manager, Advanced Analytics

Google

2018 年 7 月 — 目前 · 4 個月  
Sunnyvale, CA

In this role, I drive the casual inference measurement analysis and the experimentation function in Cloud Marketing, empower teams to make data-driven decisions at scale, and create the awareness of incrementally measurement and a culture of experimentation through continuous education.



### Data Scientist, Advertising Effectiveness Measurement

Facebook

2015 年 11 月 — 2018 年 6 月 · 2 年 8 個月  
Menlo Park, CA

My role is to provide marketers best practices of planning out and measuring their advertising campaigns via Facebook ad products, based various methodologies include the design of experiments, attribution modeling (MTA) and casual modeling. My main responsibilities include:...



### Advertising Researcher, Instagram Monetization

Instagram

2015 年 2 月 — 2015 年 11 月 · 10 個月  
Menlo Park, CA

廣告 ...

Yu-Ting · 想像自己成為Google的一分子



Software Engineer, Hardware/Softw...  
Sunnyvale, CA, US

立即查看

您可能也想看看



Janneke van Geuns • ...

Head of Insights & Analytics at Google



Fang Yuan • 3 度

Data & Applied Scientist at Microsoft



Molly Clancy • 3 度

Analytics Manager at Google



Neha Bhargava • 3 度

Advertising Research Manager at Facebook



Jing Huang • 3 度

Marketing Analytics at Facebook



Jia Li • 3 度

Head of R&D, Google Cloud AI |  
Adjunct Professor at Stanford  
School of Medicine



Michael Bailey • 3 度

Economics @ Facebook



Jing Wang

Data Scientist at Facebook



Xiao Zhang • 3 度

Data Scientist Manager, R&D at Facebook



William Liu • 3 度

Software Engineer at WhatsApp Inc. (We are hiring)

My role is to provide marketers best practices of planning out their advertising campaigns on Instagram, based on meta-data analysis and design of experiments. My main responsibilities include:  
... 展開



Research Associate

UC Santa Cruz  
2014 年 9 月 — 2015 年 2 月 · 6 個月  
Santa Cruz, CA

I help design experiments and data analysis in an NSF grant research project on social advertising and the economics of recommendation system. In addition, I also teach an advanced undergraduate course "Experimental Economics".



Senior Research Fellow

Max Planck Society  
2011 年 8 月 — 2014 年 8 月 · 3 年 1 個月  
Munich Area, Germany

Develop research projects in behavioral public economics, including utilizing behavioral economic theory and empirical findings to generate research questions, designing experiments and collecting data to test these questions, analyzing data and reporting these findings in academic conferences and journal articles. Research topics incl... 展開



Guest Instructor

Ludwig-Maximilians Universität München  
2012 年 10 月 — 2013 年 1 月 · 4 個月  
Munich Area, Germany  
Taught in Behavioral Economics (master/Ph.D.level)



Course Instructor

Tilburg University  
2009 年 3 月 — 2011 年 5 月 · 2 年 3 個月  
Tilburg Area, Netherlands  
Taught approximately 150 undergraduate students in International Economics (3 years)

收回 ^

教育背景



Tilburg University

Ph.D in Economics, Microeconomics, Behavioral Economics, Experimental Economics  
2008 年 — 2012 年



Tilburg University

Master of Philosophy (MPhil), Economics, 8.97/10  
2006 年 — 2008 年  
Economics major



Zhejiang University

B.A. in Finance, Quantitative Finance and Economics, 3.93/4.0  
2002 年 — 2006 年  
Graduate from the Chukeyen Honored College

促銷內容

[Spreadsheet For Atlassian](#)  
Check out ExcellenTable, the Dynamic Spreadsheet App - New Features!

>

[Deadline Approaching](#)  
Earn your Master's in Data Science in as few as 18 months with Syracuse.

>

[UI Version Control System](#)  
Applitools Unveils The World's First UI Version Control System. Learn More.

>

技能和肯定

Data Analysis · 28

誰給肯定: Iris (Nan) Wang和其他 7 人 (也擅長此技能)



誰給肯定: 6 位Fangfang在Facebook的同事

Microeconomics · 25



誰給肯定: Alexander Elbittar和其他 1 人 (也擅長此技能)



誰給肯定: 3 位Fangfang在Facebook的同事

Economics · 22



誰給肯定: Galla Salganik – Shoshan和其他 2 人 (也擅長此技能)



誰給肯定: 2 位Fangfang在Facebook的同事

展開

個人成就

16 資格認證

Marketing solutions training and testing  
2015 年 4 月 – 目前



[查看證照](#)

Ads Camp  
2015 年 3 月 – 目前



[查看證照](#)

Data Camp  
2015 年 3 月 – 目前



[查看證照](#)

Data Science Specialization  
2014 年 12 月 – 目前 • 證照編號 7xGlvonkEe



[查看證照](#)

Social Network Analysis  
2014 年 12 月 – 目前 • 證照編號 6VCE7P4AKY



[查看證照](#)

[展開](#)

10 出版作品

Providing global public goods: electoral delegation and cooperation • How could economists find their roles in tech companies (in Chinese) • 'Success Breeds Success' or 'Pride Goes Before a Fall'? Teams and Individuals in Multi-contest Tournaments • E-commerce Recommendation with Personalized Promotion • Justification and legitimate punishment • Can strategic uncertainty help deter tax evasion? – An experiment on auditing rules • Who acts more like a game theorist? Group and individual play in a sequential market game and the effect of the time horizon • Peer punishment with third-party approval in a social dilemma game • Voting on punishment systems with a heterogeneous group • Punishment in a linear public good game with productivity heterogeneity

9 研習課程

Advanced Game Theory • Behavioral Economics • Economic Foundations of Organization, Strategy and International Business • Economics of Psychology • Experimental Economics • Microeconometrics • Microeconomics • Panel Data Analysis • Time Series Econometrics

5

榮譽獎項

CREED Small Grant for Experimental Projects • Excellent Teacher Award • HSP Huygens Scholarship • CentER Koopmans Scholarship • Excellent Degree Paper Award

▼

3

語言能力

Chinese (Cantonese) • Chinese (Mandarin) • English

▼

3

執行專案

Drive Action Effectively on Mobile: Optimize Direct Response Campaigns across Facebook, Instagram and Audience Network. • Optimizing Audience Buying on Facebook and Instagram • Measurement for Success

▼

關注內容

- Applied Behavioral Economics

11,167 名成員

Amazon

Amazon

6,019,116 人關注
- Zhejiang University Alumni As...

3,474 名成員

California State University – E...

93,471 人關注
- American Economics Interest ...

19,144 名成員

Zhejiang University Alumni

8,619 名成員

全部



- 關於

徵才解決方案

社群指南
- 徵才專區

行銷解決方案

隱私權及條款
- 廣告

業務解決方案

意見反映
- 行動裝置

小型企業

安全中心

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有問題嗎?

前往說明中心。

選擇語言

正體中文 (正體中文)

⚙️

管理帳戶和隱私權。

前往設定

訊息

✉️

⚙️