Yu-Qi Fang

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Education

Northwestern University, Evanston, Illinois, USA 2024-Present
Master of Science in Integrated Marketing Communications
Relevant Coursework: Marketing Strategy, Marketing Research, Consumer Insights, & Financial Accounting

New York University Abu Dhabi, Abu Dhabi, UAE 2020-2024
Bachelor of Arts in Economics
Relevant Coursework: Applied Python Data Science, Data Analysis, Statistics, Markets, Foundations of Financial Markets, & Economics & Data Science Capstone Project

Experience

Global Outreach Marketing Intern, **NYU Global Education**, Abu Dhabi, UAE 02/2024-05/2024
- Increased account engagement by 150% for NYUAD Global Education's social media platforms by creating over 100 pieces of content that align with follower interests and maximizes platform visibility.
- Developed and implemented a strategic content calendar, coordinating with cross-functional teams to ensure content addressed key messaging priorities and aligned with overall brand goals

Information Technology Intern, **Bank SinoPac**, Taipei, TW 06/2023-08/2023
- Used SQL and VBA to analyze and segment platform user data, identifying accessibility improvements for Talking ATMs that were tailored to meet the needs of disabled individuals, increasing ATM usability by 30% and enhancing overall customer satisfaction scores by 15%
- Collaborated with cross-functional teams, including product development and customer support, to implement these enhancements, streamlining the rollout process and reducing the estimated implementation time by 25%

Marketing Analyst Intern, **Teach For Taiwan**, Taipei, TW (Remote) 10/2022-02/2023
- Enhanced recruitment marketing strategy through Google Analytics insights, increasing website engagement rates by 20% by tracking visitor behaviors and refining ad targeting
- Developed audience personas and refined targeting strategies to improve applicant conversion rates, contributing to long-term growth initiatives

Data Science Intern, **Teach For Taiwan**, Taipei, TW 07/2022-08/2022
- Created a comprehensive data-cleaning framework using Microsoft Excel, reducing time spent on data-cleaning processes by 200% for the company's biggest 2022 research project
- Built a previously-nonexistent comprehensive, accessible, & intuitive dataset that reduced overall market research time by 150% through cleaning, organizing, and compiling company raw data from 2013 to 2021
- Discovered weaknesses in current hiring strategies by analyzing correlation, regression, & significance of annual company datasets of over 8 years with the self-created data-cleaning framework

Brand Marketing Intern, **humanID**, New York, USA (Remote) 04/2022-07/2022
- Increased website traffic by 5% by creating bi-weekly SEO-focused articles aligned with trending search topics; assessed engagement data to refine content strategy and optimize for audience interests
- Developed and executed a content calendar based on engagement metrics and SEO analysis, achieving an 8% boost in article click-through rates and improved alignment with brand positioning

Global Outreach Marketing Intern, **NYU Global Education**, Abu Dhabi, UAE 01/2022-05/2022
- Increased follower count and engagement on NYUAD Global Education's social media by over 150% by developing and executing a content strategy, producing **300+** pieces of video and visual content aligned with audience interests
- Developed and implemented a 5-month content calendar, optimizing posting schedules to maximize interactions and social media traffic, resulting in a 30% boost in weekly engagement and improved retention
- Enhanced data analysis frameworks using Excel VBA and Stata, creating clear and actionable visualizations of social media performance for stakeholders, which led to a 20% improvement in content targeting and strategy adjustments based on audience insights

Business Development Intern, **Millie**, New York, USA (Remote) 09/2021-12/2021
- Expanded company's target audience by 1,000+ through strategic outreach, conducting over 100 personalized engagements with schools and educational institutions to market Millie's services effectively
- Led and marketed an online panel for 250+ high school students globally, overseeing all aspects from sourcing speakers (mentors, investors, and professionals) to creating 10+ targeted social media ads, resulting in a 40% increase in student sign-ups and positive engagement feedback

Skills & Certifications

- Data Analysis & Visualization: SQL, Python, Stata, Looker Studio, Google Analytics, R Studio, Radiant, & Tableau
- Languages: Fluent in Mandarin and English
- Certifications: Bloomberg Market Concepts, Google Ads Search Certification, Google Analytics Certification
- Marketing Portfolio: [Canva linked here]