

Wendy Yang

Math and Business Administration

Email: wendy.wunyi@gmail.com

Phone: 226 789 6225

Website: yunyi-yang.com

Linkedin: /yun-yi-yang

Work Experience

Wayfair - Data Analytics Intern Boston, MA

Jan - March 2020

- Worked with stakeholders to identify pain points and created a solution by developing a dashboard of data tools to provide insight on teams' available assets to maintain cross-team communication
- Built the logic for a new monetization type using SQL by verifying data that lived in cross-platforms to allow stakeholders to better predict recovery rates

RiverPay - Technical Product Manager Toronto, ON

Jan - April 2019

- Managed a full product life cycle and doubled profits of project by performing analysis of previous year's customer behaviour through Google Analytics and implemented changes to user flow
- Led implementation of new CRM system to improve inventory and customer tracking for sales team to reduce tracking errors by 20%

Linamar - Data Analyst Guelph, ON

Jan - April 2018

- Forecasted sales with TBATS model for over 100 plants using R and shortened forecasting period by 1 week which reduced labour cost by around \$1 million and increased forecast yield accuracy by 10%
- Improve usability and functionality of internal web interface for Linamar accountants by gathering user data through interviews

Extracurricular

Marketing Director - Laurier Investment & Finance Association

- Planned and promoted financial workshops, networking, and general meeting events for LIFA members
- Designed marketing materials using Sketch to 2x event attendance

Marketing Committee - Waterloo Math Student Society

- Managed social media profiles such as Facebook and Instagram to raise event awareness
- Photographed and edited images using Photoshop to showcase events on social media

Education

University of Waterloo
Bachelor of Mathematics
Statistics Major

Wilfrid Laurier University
Bachelor of Business Admin
Marketing Concentration

Skills and Tools

Technical Skills

- SQL
- R
- Python
- C

Tools

- Figma/Sketch
- Google Analytics
- Photoshop
- Illustrator
- Premiere

Awards

Product Problem Challenge [2nd]
Gamification of HR activities to encourage staff participation

Wearhacks [Top 5]

Prescription reminders through text/calls made with Twilio

Kik Case Competition [Semi-Finals]

Recommended Kik chat-bots for personalized healthy recipes