

YUTONG HOU

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EDUCATION EXPERIENCE

SIMON BUSINESS SCHOOL, University of Rochester, Rochester, NY
Master of Science in Marketing Analytics (A STEM-Certified Program)
Merit Scholarship Recipient

May 2020

University of Washington, Seattle, WA
Bachelor of Arts & Sciences in Economics and Communication
Dean Special Honors

June 2019

PROFESSIONAL EXPERIENCE

PARISA WANG

January 2020 - Present

Intern, Digital Marketing Analyst

- Developed digital marketing strategy with industrial research and competitor analysis for new bag lunch campaign across Social, Search and Email Marketing.
- Utilized MOZ to analyze gap and opportunity for brand website, identifying the keywords with low ranking and find out potential opportunity for keyword targeting. (i.e. recommending high searching volume keywords from google search; identifying the potential keywords from backlinks)
- Optimized existing content to improve domain expertise and SEO customer volume.
- Delivered new channels testing plan for business objectives to acquire high value customers and drive sales revenue.
- Utilized Google AdWords to define key words for Paid Search Ads, tweak headline and ad copy for different audience groups to achieve specific business objectives of collaboration bag launching campaign.
- Acquired 150 waitlist subscribers and converted 50 handbags pre-sales during pre-launch stage.

Monro, Inc - Rochester, US

January 2020 – Present

Intern, Marketing Analyst

- Analyzed over 28 thousand transaction data with using R-Studio, combined with customer demographics data to study RFM, customer value and behavior correlations.
- Transformed raw data into individual level; built predictive models to make customer retention recommendation and utilized Tableau for visualization.
- Presented analysis and insights to the client as final showcasing.

China Unicom - Beijing, China

July 2018 – October 2018

Intern, Marketing Planning Department

- Utilized online and offline market survey of students' demand on mobile cards in five universities in Beijing.
- Constructed bundling policy about mobile phone and card wireless network with setting special price for 10% off.
- Visualized the distribution of students' demands with Tableau, discovered freshman as a segmentation to promote the bundling products.
- Cooperated with universities for promotion activity, successfully sold 100+ bundle products for the first month, and the overall sale increased 8%.

PROJECT & LEADERSHIP

M&T Bank - Rochester, US

December 2019

Group Member, Digital Marketing Strategy Project

- Identifies and attained new segments for M&T Bank from SWOTs analysis and defined college students as targeting audience with collecting the data comparison of opportunity segments.
- Identify the marketing opportunity through finding out the low ranking on Search Engine, suggested using Search Engine Optimization (SEO) from backlinks include domain referrals and domain rating, also from technical part of cross-platform compatibility.
- Collected data and information of college students' online activeness to promote M&T through social media platform such as Instagram, Pinterest, Facebook, etc. to increase engagement through community.
- Leveraged display ads as key advertising ad format based on research and used KPIs such as cost per acquisition, CTR and CPM to assess success.
- Presented the proposal with the team to the client, received positive feedback that M&T Bank would apply technical and SEO recommendation that we suggested.

Twitter Project - Rochester, US

October 2019

- Utilized machine learning to analyze tweets from Airline companies to predict the possibility of negative comments.
- Processed data cleaning to avoid data duplicate and assure the accuracy of the results.
- Applied TfidfVectorizer method to classify the target file with three models which are Random Forest, Support Machine Vector (SVM), and Naïve Bayes.
- Chose the Random Forest model as prediction model of tweets' emotion due to the highest accuracy of 0.76, successfully helped Twitter to predict the possibility of negative comments (~20%).

SKILLS & ASSETS

Certificates: Google Analytics, Hubspot Inbound Marketing Certified

Computer & Programming Skills: R-Studio; SQL; Tableau; Photoshop; Microsoft Word, Excel, PowerPoint

Digital Marketing Skills: SEO Analysis, Paid Search and Paid Social, Growth Marketing, Email Marketing

Simon Vision Consulting: Consultant for Personal Centered Housing Option (PCHO)

Language: English (business proficient), Chinese (native speaker), Japanese (Level 2)