

JENNY (CHIEH-YU) YANG

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WORK EXPERIENCE

Intenza Fitness

SEO Analyst (Remote)

Washington, WA

03/2024 – Present

- Identified potential customers by analyzing regional sales data across 8 quarters using R and Tableau mapping; provided strategic insights that led leadership to adopt a new sales strategy roadmap
- Developed an automated database system for request submissions via Smartsheet spreadsheet, reducing process time by 93%
- Optimized trade show logistics, attracting over 129,000 visitors by addressing key operational challenges, enhancing overall efficiency through strategic planning, effective communication, and teamwork

Chinese Newcomers Service Center

Marketing Analyst Intern

San Francisco, CA

09/2019 – 12/2019

- Boosted ad traffic by 33% through optimized SEO strategies using SEMrush and Google Trends analysis
- Created a marketing persona for 2 different segments, influencing strategy leadership roadmap through data analysis
- Enhanced policy awareness, evidenced by 10% increase in event attendance through targeted marketing strategies

Corning Incorporated

Commercial Intern (Business Analyst Intern)

Taipei, Taiwan

07/2019 – 08/2019

- Conducted TV market analysis for 3 major markets, employing Pivot Tables and regression; exclusively chosen to present findings to the CEO and stakeholders
- Led a product strategy initiative, applying SWOT, competitive analysis, and What-if Analysis to drive strategic adjustments
- Enhanced data quality by 15% through resolving discrepancies and collaborating with cross-functional teams

EDUCATION

Columbia University

New York, NY

Master of Science in Applied Analytics, GPA: 3.72/4.30

09/2022 – 12/2023

Courses: R, Python, SQL, NoSQL, Tableau, Statistical Modeling, Linear & Non-linear Models, Storytelling with Data, ETL, AWS

University of San Francisco

San Francisco, CA

Bachelor of Business Administration in Marketing, Media Studies Minor, GPA: 3.82/4.00

08/2017 – 05/2021

Magna Cum Laude University Honor, 4 times Dean's Honor Roll, 4 times Global Award Scholarship

Courses: Business Statistics, Marketing Analytics, Management, Economic, Finance, Accounting, Business Law, Microsoft Excel

PROJECTS

FreshLens (Premier food distributor with 2,500+ employees, \$1.17B in revenue) / SQL, R, Python, Tableau

09/2023 – 12/2023

- Conducted market basket analysis on 33M+ rows using R, refining product placement strategies at a billion-dollar distributor
- Leveraged Python for LRFM analysis, identifying 5 high-revenue customer segments to enhance marketing strategies
- Organized a 7-person team in employing SQL, R, Python, and Tableau to model, clean, and prepare data, optimizing marketing strategies for over 5,000 products at a \$1.17 billion company through effective project coordination and resource management

HireMatch Pro / Docker, Psycopg2, pgAdmin, Flask

05/2023

- Developed an ETL pipeline with PostgreSQL for Flask job platform, enhancing data integration across 1.5M rows
- Leveraged Python Psycopg and pgAdmin to optimize backend Flask operations, boosting system efficiency

The Perfect Tune (Kaggle Competition) / R

12/2022

- Employed XGBoost for feature selection to identify key auditory traits, achieving a predictive RMSE of 15.51 and significantly enhancing song popularity accuracy in a Kaggle competition
- Advanced data transformation with R (dplyr, ggplot2), enhancing readiness for robust predictive modeling

Pawformance Boost (Amazon Hackathon) / Python, Scikit-learn, Pandas, NumPy

09/2022

- Engineered a classification model employing Machine Learning (ML) algorithms that achieved 70% accuracy across 8,894 customers and 25 brands
- Enhanced advertising campaigns using univariate selection and SelectKBest, achieving a 5x increase in exposure

SKILLS

Programming Languages: SQL, NoSQL, R, Python

Data Visualization and Data Analytics: Tableau, Microsoft Excel

Machine Learning: Support Vector Machines (SVM), KNN, logistic regression, random forest, XGBoost, Text Mining

Others: MS Excel, MS PowerPoint

LEADERSHIP EXPERIENCE

Basketball Operation, Chinese Taipei Basketball Association

08/2023

- Led international logistics for two national basketball teams, enhancing operational efficiency across 51 games