

Yvonne Wen

DATA SCIENTIST

wen.yvonne.l@gmail.com
linkedin.com/in/yvwen

PROFILE

With 5+ years of marketing and product analytics experience, I've wanted to be challenged beyond building data visualizations and uncovering actionable insights from the current data landscape. I aspire to creatively solve complex business problems and provide value to end users by making sense of the known and unknown.

SKILLS & TECHNOLOGIES

- SQL (Snowflake, Vertica)
- Python
- Tableau, Looker
- SAS
- Hive, Hadoop
- R
- Git
- Business Intelligence & Analytics
- Hypothesis Testing
- Regression
- Confluence, Jira

EXPERIENCE

Analytics Consultant | Mammoth Growth

AUG 2019 - MAR 2020, REMOTE

- Consulted 3+ clients on data infrastructure projects to accelerate their marketing growth strategies
- Revamped customer journey data modeling with Snowflake and Looker

Sr. Business Data Analyst | Intuit

FEB 2018 - AUG 2019, MOUNTAIN VIEW, CA

- Headed KPI and churn analyses to empower QBO Payroll leadership and Product teams drive growth projections and product improvements
- Executed data-driven solutions, using SAS and Tableau, that influenced marketing channel optimizations for a \$120M annual-revenue QBDDT Checks and Supplies core business
- Spearheaded QBDDT Checks and Supplies' data quality efforts for user acceptance testing as part of a company-wide AWS migration

Campaign Analyst | Quantcast

FEB 2016 - DEC 2017, SAN FRANCISCO, CA

- Generated marketing budgets by 15-20% for strategic accounts with compelling insights from designed Tableau dashboards
- Improved workflow efficiency for Global Ops & Analytics teams by collaborating with Sales, Engineering and Product to scale automated reporting capabilities using SQL

Marketing Data Analyst | Mediasmith

DEC 2014 - FEB 2016, SAN FRANCISCO, CA

- Oversaw digital media campaigns with quarterly budgets in excess of \$2M within DSP's
- Drove marketing channel optimizations for 10+ B2B and B2C clients

Data Analyst | Cityspan Technologies, Inc.

AUG 2011 - NOV 2014, BERKELEY, CA

- Managed 20+ SAP BusinessObjects (BO) clients' relational databases
- Delivered BO reporting services to 35+ non-profit organizations, which also included education and training on BO software

EDUCATION

BrainStation | Diploma Candidate, Data Science

MAY - JUL 2020, REMOTE

University of California, Berkeley | B.A. in Economics

AUG 2007 - MAY 2011, BERKELEY, CA