Tammy (Ting-Yu) Hsu

E: tingyuyu0915@gmail.com | M: (206) 235-0421 | Seattle, WA | linkedin.com/in/tammyhsu/

EXECUTIVE SUMMARY

Detail-oriented business and marketing analyst with 3+ years of experience in processing and analyzing large-scale datasets to extract business insights using data analytical tools such as SQL and Excel. Demonstrated expertise in using Tableau to create data-driven reports to identify business opportunities and effectively communicate to stakeholders.

PROFESSIONAL EXPERIENCE

SHOPEE, *Singapore-based eCommerce company with 90M monthly active users*　　　　　Taipei, Taiwan
Marketing Analyst　　　　　Jul 2021 - Mar 2023
- Pioneered an advanced website optimization strategy for over 400 international brands, including Nestle, Adidas, CeraVe, and Samsung with **78% of shop pages ranked top three** on Google by conducting search engine analysis
- **Boosted 121% of website impressions** by implementing SQL queries to process large-scale data analysis, such as customer product preference and product keyword search volume to extract insights and meet customer intentions
- Collaborated with **cross-regional teams** to define business problems by analyzing big datasets and performance metrics like web traffic and page rankings to **communicate effective business recommendations to stakeholders**

Ogilvy, *Top 1 advertising company based in New York with annual revenue of 5.9 billion*　　　　　Taipei, Taiwan
Social Media Marketing Strategist　　　　　Apr 2021 - Jun 2021
- Enhanced **163K user engagement** on Facebook through analysis of user behaviors using Excel pivot table, such as impression rate, engagement rate, and reach rate of Facebook posts to formulate effective user growth strategies
- Implemented strategies for international business clients to enhance social media platform performance with a **177% lift in user engagement** and a **48% increase in user impressions** based on performance metrics analysis
- **Visualized big datasets using Tableau** to identify business opportunities by creating dashboards for key clients
- Conducted multiple **ad-hoc data analysis for online campaigns** assigned by the head of marketing department

GREENVINES, *Asia's top-awarded beauty brand*　　　　　Taipei, Taiwan
SEO Marketing Intern　　　　　Jul 2019 - Jan 2020
- **Improved 35% in monthly user impressions and 33% in monthly user reach** by executing customer segmentation research to deliver customized post content and stories on Instagram and Facebook official pages
- **Completed a comprehensive competitor research** of global skincare brands, such as Drunk Elephant, REN Clean Skincare, and Frank Body with **twice the increase in blog traffic** within one month by optimizing web content
- Designed chatbot for online advertising campaigns by executing **competitor analysis**, such as Bobbi Brown, L'Occitane, Biossance, Drunk Elephant, and REN Clean skincare with **2000+ Facebook user engagement**

EDUCATION

University of Washington, Michael G. Foster School of Business　　　　　Seattle, WA
Master of Science in Business Analytics (GPA: 3.66/4.0)　　　　　Expected June 2024
- Relevant coursework: Spreadsheet Data Modeling, Probability and Statistics, Data Management and SQL, Programming Essentials (Python), Customer Analytics(R), Data Visualization (Tableau), Machine Learning and AI

- Data analytics project:
  - **Data Analysis for Airbnb Market – New York City** (Tools: SQL, Tableau, Excel)
    Conducted quantitative analysis on 50,000 Airbnb listings using SQL queries to assess relationship between names, prices, reviews, and room types to derive actionable insights and strategic recommendations
  - **Predictive Analysis of Obesity Level** (Tools: Python, Tableau, Excel)
    Performed data manipulation and statistical analysis using linear and logistic regression, along with K-Modes clustering to identify obesity determinants in Latin America and formulate targeted policy proposals

Fu Jen Catholic University　　　　　Taipei, Taiwan
Bachelor of Art in Journalism and Communication Studies (GPA: 3.84/4.0)　　　　　Sep 2016 - June 2020
- Relevant coursework: Communication Statistics (R), Research Methods in Communication (SPSS), Customer Relationship Management, Promotion Strategy, eCommerce and Internet Marketing

SKILLS

Technical and Analytical Skills: SQL, Python, R Studio, Tableau, QuickSight, Advanced Excel (Pivot tables, VBA)
Soft Skills: Leadership, Communication Skills, Problem-solving, Detail-Oriented, Cross-Functional Collaboration