Yang Hung

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Summary

Yang is a well-rounded data analytics and product management professional. His ultimate goal is to democratize data in organizations so that everyone will enjoy using data to improve their business.

Experience

2015 - 2016   **Marketing BI Lead at Airbnb Inc.**   San Francisco, CA

- Designed and implemented interactive web dashboard using d3 and bootstrap frameworks, improving data literacy of Online Marketing Team of 15 people
- Authored and maintained weekly business review reports consumed by CMO and broader Marketing Leadership Team

2014 - 2015   **Senior Product Manager at GREE International Inc.**   San Francisco, CA

- Managed 4 Product Managers and 6 Engineers as part of War of Nations game team, delivering upon 30-40% of monthly studio revenue
- Led weekly meetings with Customer Experience, Marketing, and Finance teams to gauge overall health of the business
- Reported KPIs to Senior Executives, recommending new projects to help drive improvements to user experience and monetization

2013 - 2014   **Senior Data Analyst at GREE International Inc.**   San Francisco, CA

- Analyzed mobile gaming data for 5 titles, sharing insights with Senior Executives, Product Managers and Game Designers within the studio
- Took charge of Product Management and Game Design roles for older titles, eventually promoted to a product oriented role
- Established custom ETL pipelines from game servers to data warehouse
- Trained 4 Data Analysts on best practices of data visualization and scripting

2012 - 2012   **Senior Data Analyst at GraphScience**   Palo Alto, CA

- Managed end-to-end client relationship with fashion retailer, convincing client to increase monthly Facebook ad spend from $270K to $450K
- Implemented custom landing page strategy in conjunction with traditional Facebook ads, increasing the client's advertising ROI by 67%

2012 - 2012   **Senior Business Insights Analyst at eBay Inc.**   San Jose, CA

- Created 5 interactive dashboards used by 16 colleagues in SEO cross-functional team, streamlining data querying and report generation processes
- Devised framework to analyze cannibalization effects between SEO and SEM marketing channels, identifying $25 million savings in ad spend

| 2007 - 2010 | **Analytics Consultant II at FICO** | San Rafael, CA |

- Selected by Leadership Team for high-profile 3 month project in Beijing, creating risk models for a $1.9 billion small business loans portfolio
- Established mentorship program for new employees, training 5 Junior Analysts on data modeling, data analysis and Excel VBA scripting

Education

| 2010 - 2011 | **University of Michigan** | Ann Arbor, MI |

Master of Science - Industrial and Operations Engineering
GPA: 3.7/4.0   GRE: 1520/1600 (96th Percentile)
Tauber Institute for Global Operations (Leadership Program)

| 2003 - 2007 | **University of California, Berkeley** | Berkeley, CA |

Bachelor of Science - Industrial Engineering and Operations Research
Regent's and Chancellor's Scholar (4 Years Full Scholarship)

Technical

Data Processing   SQL, Hive, RStudio, VBA, Bash Scripting, JavaScript, Google Apps Script

Data Visualization   Tableau, Google Data Studio, d3.js, Crossfilter, Excel