Runxi (Lucy) Wang

A data storyteller

Dedicated and effective marketing analyst with 5 years of experience in digital advertising, customer retention and campaign impact analytics.

Personal Info

Phone
617-901-9576

E-mail
runxi.wang1124@gmail.com

WWW
https://lucyrunxiwang.com/portfolio/

LinkedIn
https://www.linkedin.com/in/lucyrunxiwang/

Skills

A/B Testing

Communication: Presentation, Teamwork and Client Relationship Management

Social Listening: NetBase, Crimson Hexagon, BrandWatch, Sysomos

Modeling: MMM, Time Series Analysis, Linear and Logistic Regressions

SEO & SEM: Moz, Google Trends, Google Analytics, Google Ads

Software

SQL

Tableau

MS Excel

MS PowerPoint

Python

R

Amplitude

Languages

English

Chinese (Mandarin)

Experience

Senior Associate, Analytics
Jan 2019 - present

GroupM, New York, NY

- Owned the audience analysis, recommending optimized targeting strategies of digital media buying to close the gap between the target and landing audience and increase the customer LTV.
- Managed the statistical modeling projects, including the Marketing Mix-Modeling (MMM) and Multi-touch Attribution (MMA). Partnered with Data Scientists and Data Engineers to uncover deep trends from a quantitative perspective and improve the forecasting capacity of the campaign performance.
- Designed A/B testing, from identifying marketing problems, developing testing strategies to determined measurement approaches. Analyzed the testing results to provide practical recommendations to clients inform marketing decisions.
- Established and automated the audience data ETL process utilizing Python and SQL, validating, and maintaining data to enrich and enhance marketing data assets. Increased the data accuracy and reduced the discrepancy by 70%; improved the pipeline efficiency and cut the update time by 50%.
- Created and expand existing Tableau dashboards to surface insights to media teams and clients on cross-channel digital marketing effort, reported on performance and generated actionable suggestions to tweak campaigns and get maximum awareness.
- Led the training to educate the media teams and clients on Tableau dashboard usage, empowering teams to better understand and act on data and key metrics.

Social Media Analyst
Aug 2016 - Jan 2019

Meredith Corp. (Previous Time Inc.), New York, NY

- Determined clients' business priorities and challenges; developed research plans for various Meredith brands and advertisers.
- Distilled large volume of complex and unstructured data gathered from social listening tools into meaningful KPIs for clients in different industries, such as tech, retail, beauty, health and finance.
- Uncovered patterns in consumer behaviors and identified competitive advantages for clients by analyzing audience segments and monitoring social media conversation, resulting in new advertisers acquisition to meet the company goal.
- Advised internal creative and media planning teams on social media best practices and opportunities, maximizing digital and social campaign performance.
- Trained and mentored junior members of the social insights team; managed the new established Indian team.

Data Analyst
Sep 2015 - May 2016

Big Spaceship, Brooklyn, NY

- Segmented followers of YouTube's Twitter Account to define trends and patterns of its consumer engagements. Generated "buzz" for YouTube Red Originals on social media and increased the number of their subscribers by 110% in two months.
- Provided strategic insights through competitive research, social listening and content measurement for Google Map's advertising campaigns. Contributed to 30% growth in the avg. engagements of their organic owned social media content.
- Automated data visualization and dashboard generation processes using Excel and SQL queries, improving efficiency and reducing time needed to prepare reports significantly.
- Composed SEO reports which provided performance evaluations of the Guggenheim's websites and recommendations on URL structure, on-page content, navigation, and linking strategy to improve its organic search traffic.

Education

Boston University, Boston, MA
Sep 2013 - May 2015

- Master of Science, Mass Communication

Peking University, Beijing, China
Sep 2009 - Jul 2013

- Bachelor of Arts, Journalism