

# Carina Cai

Data-Driven Marketing Analyst & Strategist



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## EDUCATION

### Northwestern University, Medill School

MS in Integrated Marketing Communications

09/2019 - 12/2020

Evanston, IL

### University of Wisconsin-Madison

BS double majors in Economics, Personal Finance

09/2015 - 05/2018

Madison, WI

## SKILLS

SQL

SPSS

Python

R

Google Analytics

Excel

Google Ads

Qualtrics/Survey Monkey

Tableau

A/B Testing

Adobe Creative Suite

Mintel

Salesforce

WordPress/MIX

Data Studio

Trello

Canva Design

BrandWatch

PowerBI

## WORK EXPERIENCE

### Under Armour, Global Consumer Insights Team Summer Marketing Analyst & Strategist

06/2020 - 08/2020

Baltimore, MD

#### Achievements/Tasks

- Gather and analyze audience insights using primary research methods such as survey, focus group, stakeholders interview, social listening, paid media engagement, search trend analysis, and web analytics
- Used **SPSS, R, and predictive modelling** techniques to identify factors that have significant influence on stages of customer journey and distinctive attributions to the runners' mindset and purchasing behaviors
- Prepared and analyzed a large survey dataset to determine significant contributors to customer attrition rate within the marketing funnels and customer journeys using **statistic models** and **machine learning techniques**
- Design KPIs measurement metric for the performance of key customers' transaction on running categories
- Conduct industry, competitor, market, and technology trends analysis as inputs into the 5-year plan roadmap
- Build a pool of customer data and insight using a mix of secondary data resources from Ipsos, Kantar, Mintel

### City of Chicago, Office of Mayor Lori E. Lightfoot Digital Marketing Analyst

04/2020 - Present

Chicago, IL

#### Achievements/Tasks

- Tailor social media performance reports and build digital dashboards to visualize campaign metrics by **Excel**
- Develop and implement integrated marketing plans across multiple channels and improve the ROI in 42.72%
- Improve content impression and engagement by 280% using social listening and keyword monitoring tools
- Execute targeted audience analysis and competitor analysis reports using **Tableau** to adapt brand positioning
- Managing the social media content calendar and helped improve 40% in organic and paid SERPs performance

### Northwestern University, Kellogg Executive Education Marketing Analyst Intern

01/2020 - 06/2020

Evanston, IL

#### Achievements/Tasks

- Compute data analysis models, logical processes, and outputs for business intelligence projects by **SQL** and **R**
- Develop and maintain **CRM** marketing programs across key target channels include email, SMS, and direct mail
- Examine weekly organic and brand SEO/SEM reports for relevant keywords and developed keyword matrices
- Prepare account reports via **Google Analytics**, including SERPs and other KPIs analyses by **Excel Pivot Table**
- Conduct competitor intelligence analysis of top executive education programs and proposed pricing strategies

### Chicago Canine Rescue Digital Marketing Consultant Volunteer

03/2020 - 06/2020

Chicago, IL

#### Achievements/Tasks

- Audited and analyzed various metrics and KPIs such as website traffic, social and email engagement, and donation conversions to evaluate CCR's digital appearance across multi-platforms and created **BI** reports
- Created a data measurement system and build an automatic reporting dashboard using **Google Data Studio** to incorporate and integrate data from all digital channels to provide insights and strategic recommendations

### CTBC Bank Corp USA, Wealth Management Department Business Analyst

08/2018 - 07/2019

Los Angeles, CA

#### Achievements/Tasks

- Analyzed transaction data to identify the key business opportunities, develop hypothesis and test with data
- Optimized customer journey and increased conversion rate over 69% via **A/B testing** of website features
- Created operating metrics and sales analytics dashboard for senior leadership to track products and deals performance, developed monthly reviews for management showing operational and financial outcomes
- Managed content development of promotional campaigns, and reported on campaign metrics (e.g. CTR)