

# Carina Cai

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## EDUCATION

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### Northwestern University, Medill School, Evanston, IL

December 2020

Master of Science, Integrated Marketing Communications, STEM certified

- Specialization: Digital Analytics, Data Visualization, Business Intelligence, Consumer Acquisition and Retention

### University of Wisconsin-Madison, Madison, WI

May 2018

Bachelor of Science, Double majors in Economics, Personal Finance, with a Certificate in Business

## MARKETING EXPERIENCE

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### Chewy, Remote

September – December 2020

*eCommerce Analyst - Graduate Residency*

- Sized impact for **CRM** initiatives, designed **A/B testing** structure & defined key metrics to understand customer intent
- Measured the efficacy of cross-channel customer loyalty campaigns on user repeat purchase behavior and retention
- Created **Tableau** dashboard to illustrate and track the customer retention performance across digital channels
- Conducted A/B tests to optimize retention email campaigns and test for new retention channels initiative (SMS)
- Worked cross-functionally with internal stakeholders to align project goals and design research and testing direction

### Under Armour, Global Consumer Insights Team, Baltimore, MD

June –September 2020

*Consumer Insight Analyst & Strategist*

- Led a team of 4 to gather and analyze audience insights using primary research methods such as survey design, focus group, stakeholder interview, social listening, and web analytics to create customer segmentations and persona
- Used **SQL, R, and statistic modeling** techniques to analyze multiple marketing datasets & identify factors that have significant influence on various stages of customer journey, reported insights and drafted storyline using **Tableau**
- Ran customer segmentation analysis based on the 1<sup>st</sup> and 3<sup>rd</sup> party data and designed customized customer journey
- Designed KPIs measurement metric for the performance of key customer segments' transaction on running categories

### City of Chicago, Office of Mayor Lori E. Lightfoot, Chicago, IL

April– September 2020

*Digital Marketing Specialist*

- Tailored social/digital media performance reports and build digital dashboards to visualize KPI metrics by **Power BI**
- Created audience insight reports using analytical tools like **Excel** and **SQL** to support marketing strategy development
- Wrote **Python** scripts to clean and analyze disparate partner's dataset & run descriptive & inferential model analysis
- Automated the data collecting, analyzing, reporting process and integrated all digital channels to **Google Data Studio**
- Gathered key data points and constructed storyline that helped digital team understand key digital initiative performance and overall sentiment of the campaign, provided optimization insights and media budgeting proposals

### Northwestern University, Kellogg Executive Education, Evanston, IL

January - June 2020

*Marketing performance Analyst*

- Developed and maintain **CRM** marketing programs across key target channels such as email & social using **Salesforce**
- Prepared weekly account report via **Google Analytics**, including SERPs and other KPIs analyses by **Excel Pivot Table**
- Using **PowerPoint** to build campaign wrap reports, creative reviews, One-Sheeters, and ad hoc presentation materials
- Conducted competitor intelligence analysis of top executive education programs and proposed pricing strategies

### CTBC Bank Corp USA, Wealth Management Department, Los Angeles, CA

August 2017 - August 2019

*Business Analyst*

- Optimized customer journey and segmentation to increase conversion rate over 69% via **A/B testing** on website
- Created marketing metrics and sales analytics reporting dashboard for senior leadership to track products and deals performance, developed trend forecasting for management showing financial performance and business insight
- Collaborated with Cross-Functional teams to delivery bi-weekly marketing research reports and competitor analysis
- Built **Marketing Mix Models** to uncover insights about marketing effectiveness & efficiency in **R**, increasing 39% ROI
- Performed weekly audience segment analysis in **Big Query (SQL)** to adjust audience channel mix that optimizes ROI

## SKILLS

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Analytical: SQL, R, Python, Excel, Adobe/Google Analytics, Data Studio, Tableau, Salesforce, Datorama, Qualtrics, Marketo  
Expertise: A/B testing, Marketing Research (Quant & Qual), CRM, MMM/MTA Modeling, Customer Journey, Social listening