ADA LIN

T: (201) 674-9748 | E: ada.lin.2018@anderson.ucla.edu
www.linkedin.com/in/adalin15

SUMMARY

Technical data analyst and M.S. Business Analytics candidate at UCLA Anderson with three years of data mining and analysis experience focused on understanding online user behavior to maximize digital advertising revenue.

- Analysis Skills: R (dplyr, tidyr, ggplot2, data.table), Python (NumPy, pandas, matplotlib), SQL, Excel
- Reporting Tools: Tableau, Google Analytics, BigQuery, Salesforce, Moat, comScore, SimpleReach

EDUCATION

UCLA Anderson School of Management   Los Angeles, CA
M.S. Business Analytics   Expected Dec 2018
Coursework includes: Prescriptive Models, Data Management, Customer Analytics, Operations Analytics

Columbia University, Columbia College   New York, NY
B.A. Economics, Hispanic Studies (Double Major)   May 2015
GPA 3.76, Dean's List (seven semesters)

PROFESSIONAL EXPERIENCE

Forbes Media LLC.   Jersey City, NJ
Senior Analyst, Branded Content   Nov 2016 – Sep 2017

- Analyzed first-party and third-party data to optimize user engagement with branded content on Forbes.com, contributing to a 114% increase in social shares and a 93% growth in unique visitors.
- Enhanced external dashboards and data visualizations for more insightful and efficient storytelling, facilitating a 113% increase in native advertising clients.
- Identified and cleaned human and technical errors across databases to improve reporting accuracy, increasing transparency in content performance and allowing upper management to make better-informed business decisions.

Analyst, Digital Ad Products   Aug 2015 – Nov 2016

- Evaluated the success of digital ad campaigns and tracked reach to key demographic targets, resulting in a 56% growth in the Millennial audience segment.
- Mined various syndicated research platforms for actionable insights, supporting marketing and sales initiatives to make data-driven decisions and generate compelling case studies.
- Collaborated with product and dev teams to implement precise tracking on new ad products, including the use of A/B testing.

Spotify USA, Inc.   New York, NY
Intern, Ad Sales   Jun 2014 – Aug 2014

- Reorganized core system of lead segmentation, creating 200 new business outreach opportunities.
- Trained the North America sales team on insights found from a deep dive analysis of competitors in the digital advertising space, inciting creation of new mobile ad products.
- Forecasted ad inventories and constructed media plans for clients based on data aggregation of relevant audience targets.

OTHER SKILLS AND INTERESTS

- Foreign Languages: Mandarin Chinese (Fluent), Spanish (Highly Proficient), Portuguese (Intermediate), Catalan (Intermediate)
- Volunteer Work: Press Operations at Rio 2016 Olympics in Brazil, Translator/Interpreter for immigrant communities at Safe Passage Project in New York