Youjin (Annie) An

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EDUCATION

Columbia University New York, NY
Master of Science in Applied Analytics | GPA: 3.67/4.00 *Expected*: Dec 2026
- Relevant Coursework: Strategy and Analytics, Data Visualization for Business, Data Analytics using SQL and Databases

Northeastern University Boston, MA
Bachelor of Science in Business Analytics | GPA: 3.80/4.00 *Graduated*: May 2025

TECHNICAL SKILLS

Marketing: SEM, SEO, Google Ads, Meta Ads, Google Analytics 4 (GA4), CRM(Salesforce), Microsoft Dynamics 365
Data & Programming: SQL, Python (pandas, NumPy, Matplotlib), Tableau, Power BI, Excel (VBA), Looker, Adobe Analytics
Analytics Methods: Regression Analysis, K-Means Clustering, Hypothesis Testing, A/B Testing, Data Cleaning, Data Validation
Business Analysis: Requirements Gathering, KPI & Business Rule Definition, Process Improvement, UAT Testing
Certifications: Google Ads Search Certification, Google Analytics Certification

PROFESSIONAL EXPERIENCE

Puff Media | *Business Operations & Analytics Associate* New York, NY | Jun 2026 – Aug 2026
- Structured and solved a creator ROI optimization problem by developing a prioritization framework based on commercial performance, operational reliability, and brand fit; increased sample ROI from below 1 to 7.84, directly informing affiliate investment strategy
- Analyzed creator, campaign, and customer performance data across 800+ creators using SQL CTEs, joins, and window functions to identify growth levers and reactivation opportunities; segmented the portfolio into actionable tiers, generating $120K+ in weekly affiliate GMV through targeted sourcing recommendations
- Diagnosed root causes behind low creator activation rates through performance barrier analysis; developed and tested differentiated commission and paid ads strategies that increased activation by 27% and tripled average video output
- Sustained 10%+ week-over-week GMV growth by building a recurring performance monitoring cadence and translating weekly insights into strategic recommendations for the account management team
- Streamlined weekly performance reporting for 5 brands from 7 hours to 1.5 hours of final review by automating reports through an API workflow built with Claude Code, consolidating 15 source files per brand and visualizing KPIs in Tableau to guide weekly operational decisions

Marveloce | *Paid Media Fellowship* Toronto, Canada | Mar 2026 – May 2026
- Analyzed Google Ads and Meta Ads performance in Excel alongside Google Analytics (GA4) traffic and conversion data to evaluate ROAS and progress toward online-sales goals
- Conducted 2 rounds of keyword research and Google Ads keyword performance analysis using Excel PivotTables, VLOOKUP/XLOOKUP, and charts to recommend keyword optimization and budget reallocation based on spending efficiency
- Presented campaign findings and optimization recommendations to stakeholders, incorporating feedback to refine keyword and budget priorities

Ashoka | *Partnership Operations Analyst* Madrid, Spain | Jul 2024 – Nov 2024
- Developed a prioritization framework across 260+ partner organizations and presented findings through Tableau dashboards, informing resource matching for 30+ urgent cases based on risk severity, geography, and support needs
- Standardized member and case records in Salesforce by resolving duplicate contacts, normalizing geography fields, completing missing attributes, and updating member statuses to improve data quality and case visibility
- Conducted 10+ stakeholder interviews and synthesized findings with secondary research into a cross-regional relocation resource guide, enabling faster case evaluation and data-driven decision-making across 6 countries
- Advanced 7 university partnerships through targeted outreach, tailored proposals, and stakeholder coordination

MFS Investment Management | *Consultant Relations Intern (Data & Reporting)* Boston, MA | Jan 2023 – Jun 2023
- Consolidated holdings, pricing, and performance data across 60+ investment strategies and 10 financial data sources in Excel to support time-sensitive client and management requests
- Reconciled pricing, performance, and product reference data weekly, validating currency denomination, fund-versus-ETF classifications, strategy naming, and historical values against authoritative reference files before client-facing use
- Reviewed and standardized 400+ ESG, DEI, personnel, and investment-strategy records, correcting stale information and cross-source discrepancies affecting downstream investment and consultant reporting