

Runxi (Lucy) Wang

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SUMMARY

Dedicated and effective marketing analyst with experience in digital advertising and social media analytics.

EXPERIENCE

Time Inc. New York Aug 2016 to Present

Social Media Analyst: Build social media analytics reporting dashboards and share insights with Time Inc.'s account teams to inform marketing strategy, gain new advertisers, influence storytelling and optimize social media campaign.

- Determine clients' business priorities and challenges; develop research plans for various Time Inc. brands and advertisers.
- Employ query-based social analytics database, NetBase, to collect social media data. Distill a large volume of complex and unstructured data into meaningful KPIs for clients in various industries, such as tech, retail, beauty and finance.
- Analyze audience segments to detect differences among targets in order to uncover patterns in consumer language and behavior.
- Isolate consumer posts at different stages within the purchase funnel and identified problem areas for advertisers.
- Explore consumer conversation among clients and their competitors, identifying differences in brand attributes and sentiment.
- Automate chart creation, data visualization and dashboard generation processes using Excel and SQL.
- Convey social feedback to inform creative ideation, and business pitches for new and existing advertisers.

Big Spaceship New York Sep 2015 to Jun 2016

Junior Analyst: Provided strategic insights through competitive research, social listening and content measurement for leading tech and entertainment brands, including Google Play, Google Maps, and YouTube.

- Segmented fans of YouTube Red Originals on Twitter to define trends and patterns of consumer engagement.
- Analyzed social media conversations to produce clear direction for strategic, creative disciplines and improve YouTube's social community management.
- Created reporting dashboard for Google Local Guides, which lead to 27% growth in the avg. engagements of social media posts.
- Optimized the Google Local Guides and Google Maps social content database by collecting data and designing dashboards to provide clients centralized tools and KPIs of community growth.
- Monitored owned, earned and partnered content for learnings on success and impact of Google Map's advertising campaigns.
- Analyzed Guggenheim's website performance to provide advice on SEO, content creation and link building.
- Set up SEO training modules to educate the analytics teams on SEO theories and best practices.

StudentUniverse.com Boston Apr 2015 to Jun 2015

Bilingual Marketing Intern: Developed marketing initiatives for Asian markets and marketing strategies for social channels.

- Built partnerships with the student association to produce advertising campaigns that increased web traffic and sales by 12%.
- Collaborated with the Analytics team to collect search engine and social media data. Identified travel packages with the highest conversion rates, which optimized promotional plans.
- Managed content across channels, including travel blogs: Weibo, WeChat, Renren, Lofter and Twitter accounts.
- Updated the Chinese language version of the website by using HTML, CMS, InDesign and Photoshop.

EDUCATION

Harrisburg University of Science and Technology Jul 2016 to Present

Master of Science, Analytics - In Process

• **GPA: 4.0/4.0**

Boston University

Boston

Sep 2013 to May 2015

Master of Science, Mass Communication

• **GPA: 3.54/4.0**

Peking University

Beijing

Sep 2009 to Jul 2013

Bachelor of Arts, Journalism

• **GPA: 3.70/4.00**

SKILLS

- **Social Listening:** NetBase, Crimson Hexagon, BrandWatch, Sysomos and Simply Measured
- **Analytics / Programming:** SPSS, Excel (Pivot Table, Vlookup and other formulas), Tableau, SQL, R, Python and HTML
- **SEO / SEM / Digital Analytics:** Moz, SEMRush, Google Trends, Google Analytics and Google Adwords
- **Computer / Media Research:** Microsoft Office (Word, Powerpoint), Rival IQ, MRI, comScore and Nielsen
- **Statistics:** Linear Regression, Logistic Regression, Regression Trees, Clustering, ANOVA, Chi-Square Test and Sampling
- **Language:** Full professional fluency in English, native fluency in Chinese and elementary Spanish