

# SHULIAN GUAN

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## EDUCATION

**SIMON BUSINESS SCHOOL, University of Rochester** - Rochester, NY **Dec. 2020**  
**M.S. in Marketing Analytics** (STEM-Certified Program) GPA: 3.86/4.0 *Available for full-time in Oct. 2020*

- Merit Scholarship Recipient; Member, Simon Marketing Association, Simon Data Analytics Club.
- Related Courses: Digital Marketing Strategy, Data Management for Analytics, Predictive & Causal Analytics in R.

**PEKING UNIVERSITY** - Beijing, China **July 2017**  
**B.A. in Economics & French** GPA: 3.7/4.0

- Related Courses: Growth Economics, Econometrics, Socio-Economic Survey Data Analysis, Social Psychology
  - Co-Founder/President, Cantonese Culture Association; Vice President, Youth Volunteers Association.
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## SKILLS & ASSETS

- **Digital Analytics:** Google Ads, Facebook Ads, Google Analytics, Adobe Analytics, AppsFlyer
  - **Programming & Data Visualization:** R, SQL, Python, Stata, HTML, Advanced Excel (Macros, VBA), Tableau
  - **Languages:** Cantonese & Mandarin Chinese (native), English (business proficient), French (conversational).
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## PROFESSIONAL EXPERIENCE

**FOTOABLE Inc.** - Beijing, China **July 2018 - June 2019**  
**Digital Marketing Analyst, User Acquisition Team**

Fotoable is a leading mobile game developer focusing on Northern American markets with 1 billion+ downloads worldwide.

- Managed and optimized global paid mobile campaigns on Facebook Ads/Google Ads; executed daily/weekly/monthly bid and budget optimization - ran A/B testing for audience segments, campaign goals, and creative assets resulting in an increase in CTR by 20% and a 10% decrease in CPI.
- Performed ongoing campaign data analysis using Google Analytics/Facebook Analytics/AppsFlyer to generate performance insights and develop user acquisition strategies for casual mobile games within US/Canada markets.
- Conducted ad-hoc analysis included lifetime value prediction, retention analysis, customer journey analysis and user segmentation using SQL/Excel; presented performance analysis report to internal stakeholders on a weekly basis.

**GLOBAL HOME SHOPPING** - Beijing, China **July 2017 - May 2018**  
**Marketing Analyst, Growth Marketing Team**

- Analyzed 5 years of sales data examining 30+ categories on TV shopping and e-commerce channels to identify customer purchase preferences and inform marketing strategies, leading to a 12% increase in quarterly sales.
- Built monthly/annual data-driven performance reports with SQL, Excel, and Tableau; generated marketing insights for the buying team to improve the effectiveness and efficiency of customer demand planning.

**SIMON VISION CONSULTING** - Rochester, NY **Oct. 2019 – Dec. 2019**  
**Intern Consultant, Data Management & Consumer Insights**

- Cleaned 10k+ historical customer data from fragmented data sources using R and built a new database connection in MySQL; improved data process efficiency and reduced data retrieval time by 40%.
  - Conducted exploratory data analysis (EDA) on customer data with Python to generate insights on marketing strategies; used Tableau to provide visualized results in the final presentation to the client.
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## ANALYTICS PROJECTS

**MONRO AUTO SERVICE** - Rochester, NY **Feb. 2020 – Apr. 2020**  
**Marketing Analyst - Simon Practicum Course Project**

- Analyzed 280k+ customer transaction data in R to effectively study consumer purchase behavior by products/service, car models, store brands, and geographic locations, enabling greater clarity for developing marketing strategies.
- Implemented RFM customer segmentation analysis to identify high-value customers and developed marketing mix recommendations; created Tableau dashboard for data visualization and presented analysis and insights to client.

**M&T BANK** - Rochester, NY **Oct. 2019 – Dec. 2019**  
**Digital Marketing Analyst - Simon Digital Marketing Course Project**

- Conducted secondary research to analyze the customer journey, personas, and digital touchpoints of M&T's target customers, enabling M&T to better understand younger Millennial and Gen-Z consumer habits.
- Performed SEO and social media audit combined with competitor analysis to provide recommendations on digital marketing strategies; consolidated all recommendations into a PowerPoint and delivered actionable insights to client.