

Yizhen Jia

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PROFESSIONAL EXPERIENCE

GOFO., Chino CA

Jul 2025 - Now

Financial Analyst

- Led company-critical KPI, operational analytics on Delivered-Not-Received (DNR) complaints, applying business analysis methodologies (KPI definition, benchmarking, and root cause analysis) to support data-driven operational decision-making across customer service and logistics functions.
- Built and maintained automated analytic pipelines using Python to clean, aggregate, and analyze large-scale complaint and delivery datasets, producing daily dashboards and Excel reports for U.S. regional delivery performance monitoring.
- Established anomaly detection frameworks using thresholds, heat-maps, and trend analysis to identify underperforming regions, DSPs, ZIP codes, and drivers, benchmarking results against U.S. averages, optimizing revenue allocation and operational expense management.
- Conducted multi-level root cause analysis from regional to driver level, enabling targeted monitoring actions, performance optimization, and operational risk mitigation.
- Managed ongoing analytic deliverable for a company-critical operational project, coordinating cross-functional stakeholders and maintaining daily and weekly reporting cadence.
- Served as a subject-matter expert for DNR investigation standards, translating evolving policies into execution guidelines and supporting outsourced customer service and investigation teams to ensure consistent compliance.

We Independent., Boston MA

Mar 2025 – Dec 2025

Financial Analyst

- Increasing low ROI from previous campaigns, used SQL and Excel to analyze sales data and model consumer behavior, refined segmentation strategies, increasing activity ROI by 15%.
- To understand participant motivations, designed bilingual forms in Typeform and organized data in Airtable; analysis uncovered key psychographic segments, which informed post-event reports and future outreach targeting.
- Identified gaps in thematic alignment for podcast content, led bilingual interviews and qualitative analysis using Canva and Figma to create keyword resonance maps, guiding scripting and improving storytelling coherence.
- To improve brand consistency, co-developed a digital asset toolkit using Canva and Figma, including cover art and hashtag kits, boosted audience recall and projected social engagement by 25%.
- Faced with participant drop-offs, created a visual heat map and tracking template using Excel to monitor sentiment and behavior trends, insights enabled activity reordering, reducing session drop-off by an estimated 15%.
- Recognized the need to showcase community impact, curated UGC and artworks into a visual archive using Canva and PowerPoint, formatted materials into a pitch deck that supported partnership discussions with 2 NGOs.

Yucoo Inc., Boston MA

Jul 2024 – Jul 2025

Marketing Analyst

- Conducted budget reconciliation and variance analysis for multi-channel digital marketing campaigns across food delivery platforms, ensuring accurate tracking of actual spend against approved budgets.
- Supported quarterly forecasting and budget planning by analyzing historical campaign performance data and identifying spend trends, risks, and optimization opportunities.
- Designed and maintained performance monitoring dashboards using Google Analytics to track key metrics (CPC, ROAS, conversion trends), translating data insights into budget reallocation recommendations.
- Performed cost-benefit and return analysis on SEO and local optimization initiatives using keyword-level and performance trend data to inform long-term marketing investment decisions.
- Developed Tableau dashboards to visualize campaign performance and marketing budget utilization; identified underperforming regions and facilitated reallocation to improve resource alignment with high-impact segments.
- Built automated Power Queries to track paid social media campaign metrics across TikTok and Instagram; incorporated CPM and CAC indicators to enhance content targeting and boost digital conversion rates.

EDUCATION

Northeastern University | *Master's in Project Management* | *Concentration in Business Analysis* **2022 - 2024**

Royal Melbourne Institute of Technology | *Bachelor's in Marketing* **2019 - 2022**

SKILLS

- **Technical Skills:** Excel, SAP, Tableau, SQL, PowerBI, Python, VBA, Quickbooks, Bloomberg, Microsoft Office
- **Professional Skills:** Financial Modeling, Financial Planning, Budgeting, Forecasting, Scenario Analysis, Market Research, Sensitivity Analysis, Project Management, Stakeholder Analysis, Trend Analysis, Ratio Analysis