

YAN-MING (HUGO) HUANG

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SUMMARY

Business analytics graduate student with hands-on ad-tech data experience. I turn campaign, product, and customer data into measurable decisions — SQL, Python, and experiment design, with a background in how marketing data pipelines actually break.

EDUCATION

University of California, Irvine, The Paul Merage School of Business, Irvine, CA **Expected Spring 2027**

Master of Science in Business Analytics

Coursework in progress: BANA 200 (Foundations of Business Analytics), BANA 201A (Statistics for Data Science), BANA 211 (MSBA Proseminar)

National Taiwan Normal University, Taipei, Taiwan

2020 – 2025

B.A., Department of Technology Application and Human Resource Development

Certificates: Google Data Analytics, Google Business Intelligence, Google Advanced Data Analytics (Coursera)

EXPERIENCE

APPIER INC., Taipei, Taiwan

Jun 2024 – Jan 2026

Technical Solution Engineer Intern

- Onboarded 6–8 mobile advertising campaigns per day across five markets (JP, KR, Greater China, US, EMEA), standardizing Appier-side event taxonomy and MMP integration validation processes that contained post-launch anomalies to two known root causes — reducing ambiguous failures across advertiser accounts and cutting average time-to-resolution from 4 to 1 hour.
- Developed a self-service tracking-diagnostic tool (SQL, internal API endpoint, Google Sheets/Apps Script), traced recurring post-launch anomalies to two root causes — MMP postback misconfiguration and client-side event instrumentation errors — and codified the diagnostic path into the team's troubleshooting SOP, enabling ~70% self-resolution of cases without escalating to full-time engineers.
- Automated HTML creative packaging with a Python script, cutting a 30–60 minute manual task to a single upload; the tool remained in production after the workflow was outsourced to an external vendor.
- Built the team's first self-service documentation base from scratch (SOPs, event-naming templates, common-errors checklist) and trained 4 incoming interns, cutting ramp-up to independent casework from 1–2 months to 2–3 weeks.

INDUSTRIAL TECHNOLOGY RESEARCH INSTITUTE (ITRI), Taipei, Taiwan

Apr 2023 – Apr 2024

Talent Program Assistant

- Replaced an outsourced SPSS reporting workflow with an in-house Python/pandas pipeline that cleaned and structured raw exports from 6–7 source databases into 29 worksheets and 40+ tables for the Ministry of Education annual report, cutting the reporting cycle from several weeks to ~30 minutes and documenting the pipeline for independent operation by successor interns.
- Unblocked a stalled UX alignment on the UCAN homepage redesign by self-teaching Figma and delivering a full wireframe in 1 day, accelerating design review approval across ~15 page templates for a national platform administered annually to roughly 200,000 incoming students.

SKILLS

- Data & Analytics: Python (pandas), SQL, event taxonomy / schema design, experiment design (BANA 201A in progress)
- Domain: Ad tech attribution, MMP integration, GTM implementation
- AI/LLM: Prompt engineering — grounded a Chinese sentiment lexicon to elicit calibrated scores from GPT-4
- Language: Mandarin (Native)
- Collaboration: Cross-market collaboration (JP/KR/Greater China/US/EMEA), documentation and new-hire training