

Hannah Young

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ABOUT ME

I am a graduating senior with 2+ years work experience in digital marketing analytics. Most recently, I interned at Amazon where I worked with large datasets, wrote SQL queries and used advance excel to solve one of their business problems, leading to a solution that would save them \$100 million per year. I am adept at communicating effectively across all-levels and am passionate about translating data into useful and engaging insights.

EXPERIENCE

Operations Intern

June 2021 – September 2021

Amazon

Seattle, WA

- Analyzed and interpreted large data sets, writing complex queries in SQL and providing insight summaries
- Used advanced data analytics and Excel features to aggregate and analyze data
- Unveiled cost savings opportunities of \$100M/Year

Social Media Marketing Intern

June 2020 – June 2021

City & Shiplap

San Francisco, CA

- Led an Instagram marketing campaign that resulted in 23k new followers
- Developed data visualizations to solve business problems and drive growth
- Managed weekly Facebook and Instagram marketing campaigns that led to 600% increase of website traffic and \$50k in sales

Business Analyst Intern

June 2016 – September 2018

Peninsula Accounting Services

San Francisco, CA

- Created, customized, and managed google advertisements, doubling traffic
- Designed and executed an accounting website and implemented SEO research including keyword, competitor research, ad grouping and audience targeting
- Created quarterly competitor analysis presentations for Intuit

Email Marketing Intern

November 2017 – January 2018

Terrain Data

Silicon Valley, CA

- Performed market research for the startup, including identifying target demographics and competitor analysis
- Executed a HubSpot email marketing campaign that led to 20% response rate and ultimately scored new clients
- Edited company website to include optimized keywords and an enhanced User Experience design

EDUCATION

California Polytechnic University

San Luis Obispo, CA

Bachelor of Science in Business Administration

Expected June 2022

- Marketing Concentration
- Statistics Minor
- President's List
- GPA: 3.7

Coursework

- Marketing Analytics and Business Intelligence
- Strategic Marketing Measurement
- Design and Analysis of Experiments I & II
- Lean Six Sigma Green Belt
- Information Systems
- Calculus for Business and Economics
- Corporate Finance
- Financial and Managerial Accounting
- Micro and Macroeconomics
- Statistical Computing with SAS

SKILLS

Advanced Excel + SQL/SAS knowledge, basic data visualizations in Tableau

Able to identify the right data/approach to translate complex business problems into actionable recommendations

Strong analytical, communication, and project management skills

A passion for the role of data in helping solve complex questions and communicating with others.

A desire to constantly learn and improve.