

WILL LAWRENCE

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EXPERIENCE

Tumblr

Business Analyst Intern

New York, USA

Jun 2017 – Aug 2017

- Extracted data and used statistical analysis to evaluate the effectiveness of push notifications on 7-day churn rates using SQL (Apache Hive, Hue) and STATA; delivered presentation on key recommendations to the CMO and their team
- Conducted an end-to-end cost-benefit analysis of 5 mid-tier markets, including a STATA statistical model to estimate brand equity based on user growth behavior; made market entry recommendations that weighed marketing costs against business needs
- Researched competitors' ad monetization strategies using datasets from comScore, eMarketer, and internal databases to recommend ad inventory changes and future ad strategies; presented my high-level findings to 60+ Tumblr employees
- Pulled data from internal datasets and used statistics to identify an opportunity to convert 17% more users in a specific user flow

Microsoft

User Experience Design Intern

Vancouver, Canada

Jan 2017 – Apr 2017

- Designed the prototype, wireframes, and full conversational experience for an AI bot in partnership with Microsoft Teams
- Acted as a product manager for a team of 5 developers, including setting feature milestones with stakeholders, presenting weekly progress to managers, and managing the product backlog within an agile framework
- Synthesized quantitative data from telemetry events and qualitative user research from 23 usability tests into actionable tickets in Visual Studio; worked with engineers to improve the experience and confirm the build meets the user specifications

Sunteng

Business Operations & Strategy Intern

Guangzhou, China

May 2016 – Aug 2016

- Managed strategy and analytics projects for one of China's leading programmatic ad platforms, including campaign reporting, designing a mobile CRM offering for overseas clients, and conducting A/B tests on HTML updates to the English website
- Visualized China's advertising landscape using Excel and Tableau to identify 19 investment target markets based on advertising attractiveness, publishing the results in a 2-part series for a Korean media publication

Vuru

Product Marketing Manager

San Francisco, USA

May 2015 – Aug 2015

- Led product marketing for a fintech company that analyzes and visualizes stock data; implemented Google Analytics and A/B testing to improve homepage conversion rates by 33% and social media following by 47%
- Trained team on Scrum task management software to better manage technical tasks across 3 countries by personally onboarding team members, leading meetings to prioritize technical projects, and structuring weekly development cycles

EDUCATION

University of British Columbia

Bachelor of International Economics

Vancouver, Canada

Sep 2014 – Dec 2018

- **Honors:** Dean's Honor List, AP Scholar with Honors, Cansbridge Fellow (\$6,000 for national entrepreneurship award)
- **Courses:** Quantitative Methods for Economics, Methods of Empirical Research in Economics, Differential & Integral Calculus

TECHNICAL SKILLS

- **Data Analytics:** SQL (Apache Hive, Hue), STATA, Microsoft Excel, Python (NumPy, matplotlib), Tableau, Google Analytics,
- **Statistics:** Regression Analysis, A/B Testing, Experiment Design, Multivariate Regression, Bias Reduction, Time Series Analysis
- **Product Management:** Agile Product Development, Scrum, Stakeholder Communication, Feature Prioritization, Presentations
- **Domain Exposure:** Programmatic Advertising, CRM, User Behavior, Market Analysis, Fintech, Growth Strategy, Display Ads

PROJECTS AND ACTIVITIES

- **Spotify Python Analysis**– Used Python and Google BigQuery to create an analytics program that inputs 2000+ songs from the Spotify API and plots song happiness against tempo to answer the research question “Is faster music happier?”
- **Stanford Project Management** – Received an A in a six-week intensive course studying processes such as flexibility matrices, quality audits, and work breakdown structures with a specialization in the Critical Path Method (project scheduling algorithm)