

Bing Yi

Key Skills: Python, SQL, Excel, Business Intelligence, Snowflake

Key Awards:

- IBM - 2017 Innovation and Delivery Excellence Award (IDEA)
- Capital One - 2021 Mark of Distinction Award for Post-Covid Territory Data Analysis

EXPERIENCE

BKY Data Consulting

Remote

Principal Data & Operations Consultant

May 2024 – Present

- Lead Data Warehouse Architect for PIM/DAM customers in CPG & Manufacturing industries
- US Coast Guard HR - Applicant Information System integration with IBM Cognos/PowerBI
- Columbia School of Engineering - Website Data Analytics & Reporting
- Senior Retirement Home - Lead Marketing Data Analyst across 5+ locations
- Monthly/Quarterly Dashboard Reporting for Healthcare, CPG & Fintech clients

Capital One Financial Corporation

Dallas, Texas

Senior Business Analyst, Auto Finance & Business Card and Payments (BCP)

May 2020 – July 2024

- Developed & Tested new territory optimization strategies for Field teams achieving \$10B+ in pVol
- Exploratory Data Analysis Lead for BCP's first machine learning prospecting model
- Financial Planning & Analysis for all Transaction-Data Driven Campaigns
- Lead analyst for Capital One - BCP Division's first automated data-driven Activation Strategy for 2.4M customer growth accounts, generating >\$80M of incremental customer purchase volume to date
- Marketing Analytics & Business Intelligence reports and dashboard creation

Baker Tilly Virchow Krause, LLP

Dallas, Texas

M&A Associate, PE Ops Analyst

April 2019 – May 2020

- Lower Middle Market Private - CDD and Growth Operations (\$20-\$100M deals)

Republic National Distributing Co.

Grand Prairie, Texas

Corporate Finance Analyst / Portfolio Finance Manager

September 2018 – April 2019

IBM – Global Business Services

Dallas, Texas

Consultant / Senior Consultant - Digital Product Strategy

July 2016 – September 2018

Deloitte & Touche

Bay Area, California

Audit Intern

June 2015 - August 2015

EDUCATION

Texas A&M University, Mays College of Business

College Station, Texas

Masters of Science in Marketing

August 2014 - May 2016

Bachelor of Science in Business Administration, Accounting

August 2011 - May 2016

OTHER EXPERIENCE

KENTO Center Boba Shop

Kobe, Japan

Independent pro-bono consultant – Market entry and financial review

September 2019