

# 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*