

# Sico Stevens A. YAO

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## CAREER OBJECTIVE

PROJECT AND DETAIL ORIENTED BUSINESS ANALYST SEEKING TO ESTABLISH HIMSELF IN THE GROWING FIELD OF DATA MANAGEMENT AND DATA ANALYS OR MARKETING RESEARCH BY APPLYING STATISTICAL METHODS FOR BETTER BUSINESS DECISION MAKING AND INTEGRATING HIGH-TECHNOLOGY MANAGEMENT TOOLS IN A CREATIVE AND CONSISTENT MANNER. WILLING TO RELOCATE ANYWHERE

<b>HIGHLIGHTS OF QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>○ Mastered marketing techniques including business plan development. Perform competitive, customers and market analysis (segmentation).</li> <li>○ Strong marketing research skills with knowledge of sampling techniques. Experienced with conducting self-administered survey (paper &amp; online).</li> <li>○ Advanced data mining and analysis skills. Perform common statistical analysis including multivariate regression, factor and cluster analysis.</li> <li>○ Demonstrated superior Excel Skills combined with complex data filtering and basic programming experience. Able to quickly learn new software.</li> <li>○ Troubleshooting experience. Effective teaching/tutoring and cross-cultural communication skills coupled with French bilingual ability.</li> </ul>
<b>COMPUTER SKILLS</b>	<p><b>Programming Languages:</b> C, VBA, Shazam, Pascal, Cobol, Java   <b>Computer Applications:</b> Access, SQL Server, Microsoft Office, SPSS, S-Plus, DET 4.0 (Certified), Quicken   <b>Operating Systems:</b> Windows XP, MacOS   <b>Survey Tools:</b> Select Survey ASP Advanced 8.1.1, MS Consensus 3.0</p>
<b>RELATED WORK EXPERIENCE</b>	<ul style="list-style-type: none"> <li>○ <b>Business/Systems Analyst I - MICROSOFT / SIEMENS BUSINESS SERVICES (SBS) [Redmond, WA. 2/2006 to 4/2006]</b> <ul style="list-style-type: none"> <li>▪ Managed interactions and data issues with subsidiaries data administrators related to Microsoft's clients and partners in Latin America</li> <li>▪ Accurately implemented interim process to manually clean up more than 5,000 records in Siebel database</li> <li>▪ Used Excel (v-look up, advanced filtering, etc.), Access, SQL queries and Data Enrichment Tool (DET) bulk merge capability to filter, data mine and clean information from databases as part of a team effort</li> </ul> </li> <li>○ <b>Survey Research Consultant - THE UNIVERSITY OF MONTANA (U OF M) [Missoula, MT. 10/2005 to 5/2006]</b> <ul style="list-style-type: none"> <li>▪ Developed an online survey using Select Survey ASP involving over 1,600 respondents</li> <li>▪ Applied Don Dillman's tailored design method to increase response rate</li> <li>▪ Programmed the order of the questions using 'page conditions' to reduce skip patterns</li> </ul> </li> <li>○ <b>Data Analyst/Consultant - DEPARTMENT OF NATURAL RESOURCES AND CONSERVATION (DNRC) / U OF M [Missoula, MT. 9/2005 to 2/2006]</b> <ul style="list-style-type: none"> <li>▪ Built a Log-Log regression model to estimate the production of croplands. Wrote a professional report to summarize my findings</li> <li>▪ Performed state-of-the-art data analysis to uncover deviations from expected production for loss prevention using Excel and SPSS</li> </ul> </li> <li>○ <b>Marketing Analyst - RUN8IMPORTS [Missoula, MT. 2/2005 to Present]</b> <ul style="list-style-type: none"> <li>▪ Researched data from secondary sources to identify significant market trends for the importation of tea accessories from Argentina</li> <li>▪ Conducted qualitative studies to determine products' key features and wholesalers' purchase frequency for initial market penetration</li> <li>▪ Developed spreadsheet-based pricing model for tea accessories and created a brochure to promote tea accessories</li> </ul> </li> <li>○ <b>Research Assistant - BUREAU OF BUSINESS &amp; ECONOMIC RESEARCH (BBER) [Missoula, MT. 6/2004 to 8/2005]</b> <ul style="list-style-type: none"> <li>▪ Effectively researched secondary data over the Internet to perform data analysis using Excel (pivot table, macro, subtotals &amp; VBA)</li> <li>▪ Reorganized MT Kids Count database and improved Excel tables' readability up to 50%</li> <li>▪ Assisted in the production of several publications including the "Montana Kids Count Data book 2004 &amp; 2005" and the "Child Mortality In Montana: A preliminary analysis of determinants"</li> </ul> </li> <li>○ <b>Product Development Analyst/Consultant - VISUAL LEARNING SYSTEMS, INC. [Missoula, MT. Fall 2004]</b> <ul style="list-style-type: none"> <li>▪ Analyzed competitors and customers behaviors to identify opportunities in the medical imaging industry. Determined market shares.</li> <li>▪ Built spreadsheet-based models to project sales, utilization, cost and revenue. Performed cost-benefit analysis, supply chain analysis and SWOT analysis. Estimated Return On Investment (ROI) and Cost Per Contact (CPM)</li> <li>▪ Conducted interviews to assess hospitals and patients needs and translate that information into product features and benefits to ensure successful market penetration and validate quantitative research results</li> </ul> </li> </ul>
<b>ADDITIONAL WORK EXPERIENCE</b>	<ul style="list-style-type: none"> <li>○ <b>Sales Associate - MACY'S [Bellevue, WA. 11/2005 to 12/2005]</b></li> <li>○ <b>Help Desk/IT Support Specialist - INLAND NORTHWEST SPACE ALLIANCE (INSA) [Missoula, MT. Spring 2005 to Summer 2005]</b></li> <li>○ <b>Computer Lab Monitor/Supervisor - COMPUTING &amp; INFORMATION SERVICES (C.I.S) AND MATHEMATICS DEPARTMENT [Fall 2002 to Spring 2005]</b></li> <li>○ <b>Instructor and Teaching Assistant - MATHEMATICS DEPARTMENT, THE UNIVERSITY OF MONTANA [Missoula, MT. Fall 2002 to Spring 2004]</b></li> </ul>
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>○ <b>Master of Interdisciplinary Studies (M.I.S), Applied Statistics &amp; Marketing, UNIVERSITY OF MONTANA</b> [Course Work: Marketing Management (MBA), Marketing Research, Statistics I &amp; II, Sampling, Econometrics I &amp; II, Social Data Analysis]</li> <li>○ <b>Associate Degree, Marketing &amp; Commercial Action, NATIONAL UNIVERSITY OF BENIN</b></li> <li>○ <b>Bachelor of Science, Management Information System (Programmer Analyst), NATIONAL UNIVERSITY OF BENIN</b></li> </ul>
<b>EXTRACURRICULAR ACTIVITIES &amp; AWARDS</b>	<ul style="list-style-type: none"> <li>○ <b>Founding member, Rotaract Club Ouagadougou-Savanna (Rotary Club)</b></li> <li>○ <b>Awards Recipient:</b> Diversity Advisory Council Student Achievement Award &amp; Outstanding Service Award &amp; Dean's List</li> </ul>
<b>INTERESTS</b>	<p><b>Art &amp; Design - Dancing (Salsa, African Dance, Meringue &amp; Zouk) - Digital Photography - Gardening - Innovation in Technology and High-Tech Products - Martial Arts (Taekwondo, Viet Vo Dao) - Music - Personal Finance - Poetry - Traveling (Denmark, France, Russia &amp; West Africa)</b></p>