

Ian Chan

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Education

Part time Data Analytics,
Data Science, JavaScript
from General Assembly

Bachelor of Science,
Psychology, and
Entrepreneurship minor from
The Ohio State University
magna cum laude

Languages

Python (SciPy, FastAI),
SQL, HTML, CSS, JavaScript,
English, Mandarin Chinese,
Bahasa Malaysia

Technology

Tableau, Snowflake,
Google BigQuery,
dbt, Git, Terminal,
Salesforce, Marketo,
Tag Manager, Optimizely,
Clearbit, Segment,
Postman, Zapier,
Base, HubSpot,
Google & Facebook Ads,
Photoshop, Sketch

Marketing Operations & Analytics | MuleSoft | 2018 - Now

Acquired by Salesforce in 2018 (\$XXXM ACV to ???)

Marketing Operations & Analytics Manager | 2019 - Now

Senior Marketing Operations Analyst | 2018 - 2019

Analytics owner for marketing, responsible for enabling team members at all levels as well as operationalizing our data assets

Built the analytics platform (dbt/BigQuery/Tableau) and delivered data solutions ranging from full-service to self-service

Partnered with the business to run cadences around the analysis and improvement of key metrics

Marketing Operations | Base | 2013 - 2018

Acquired by Zendesk in 2018 (Series A to C; \$XM to \$XXM ACV)

Senior Marketing Operations Manager | 2017 - 2018

Marketing Operations Manager | 2016 - 2017

Web Marketing Manager | 2015 - 2016

Marketing Specialist | 2014 - 2015

Marketing Intern | 2013

Owner of martech stack and roadmap, implemented a lead delivery model that increased qualified pipe 30%

Directed A/B testing across web and mobile, notably building frictionless forms to increase site-wide conversion over 100%

Project manager and web developer for company website, working with design/content teams on delightful user experiences

Collaborated with sales and engineering on internal tools allowing outbound sales to deliver 10x personalized messaging

Managed and automated marketing channels including partners and paid, increased qualified pipe from ad platforms 50% in 2017

Product & Web Development | Leigh & Taylor | 2017 - 2018

A product I launched with a friend for fun (\$XXK in revenue)

Designed and produced handbags with manufacturers and built all aspects of our online store, leighandtaylor.com

Growth Hacker-in-Residence | MaGIC | 2015

A Malaysian government job I took when I had US visa issues

Taught a weekly marketing and analytics class to Malaysian entrepreneurs with hands-on campaigns assistance