PIN-HSIN (IRENE) FANG

MARKETING STRATEGIST

CONTACT

- 📱 206-636-3782
- ✉️ Pin-HsinFang2024@u.northwestern.edu
- 🌐 https://www.linkedin.com/in/pinhsin-fang
- 📍 Chicago, IL

EDUCATION

Northwestern University
Master of Science (STEM)
Integrated Marketing Communications

Sept. 2023 - Dec. 2024   Evanston, IL

Core Courses: Brand Management, Consumer Insight, Marketing Research, Data Management & Visualization, Culture & Inclusion in Marketing

University of Washington
Bachelor of Arts
Psychology
Minors: Data Science & Business

Sept. 2018 - Dec. 2022   Seattle, WA

Core Courses: Cognitive Psychology, Social Psychology, Cultural Psychology, Financial Accounting, Statistics, Data Programming, Database Systems

---

SKILLS

Market Research | Competitive Analysis
Brand Strategy | Data Storytelling
Customer Segmentation | Consumer Insights

Canva | Microsoft Office | Qualtrics
SQL | Python | Google Analytics | R | Tableau
Cross-functional Team Collaboration

LANGUAGES

English ◆◆◆◆◆
Chinese ◆◆◆◆◆
Spanish ◆◆◇◇◇

SUMMARY

With a diverse background in psychology, consumer-centric marketing, data science, and business administration, I bring a unique perspective on consumer behavior and data-informed decision-making. My experience spans B2B and B2C marketing, research, consulting, and analytics, where I've successfully leveraged competitive audits and brand strategies to drive impact. Guided by the belief that every business challenge is rooted in a human need, I aim to enhance customer experiences with thoughtful, satisfying solutions. I excel in strategic roles that blend analytical rigor with human-centered thinking, which I find both fulfilling and impactful.

WORK EXPERIENCE

Highdive (Creative Agency)
Consumer Insights & Data Analyst   Sept. 2024 - Present

- Conduct market research, survey distribution, and data/linguistic analysis to assess consumer sentiment and preferences for brands like KFC and MSC Cruise.
- Uncover deep consumer insights to identify high-value segments, guiding customer acquisition efforts and optimizing advertising and campaign strategies.

QIAGEN (Global Biotechnology Company)
Marketing Strategist   Jun. 2024 - Aug. 2024

- Conducted comprehensive market research and competitor analysis across the US and EU markets to identify QIAGEN's strengths and strategic opportunities.
- Developed cost analysis and customer segmentation to drive oncology workflow adoption, contributing to a 10% YOY market share growth objective.
- Delivered strategic recommendations to key stakeholders, integrating quantitative/qualitative insights to improve market penetration.

Dr. Bombay (Newly Launched Ice Cream Brand)
Brand Positioning & Creative Marketing Project   Apr. 2024 - May 2024

- Led strategic market analysis and consumer segmentation to inform brand positioning and creative marketing solutions.
- Developed innovative product and promotional strategies, resulting in a projected 15% increase in brand portfolio revenue.

University of Washington, Center for Sales and Marketing Strategy
Research Assistant   Sept. 2021 - Dec. 2022

- Conducted in-depth research on the impact of data privacy regulations on business performance, providing actionable insights to navigate legal risks and enhance strategic planning.
- Collaborated with academic and industry professionals to inform strategy and optimize business operations in response to evolving regulatory landscapes.

VOLUNTEER

Helping Hand (Chicago-based Nonprofit)
Marketing Strategy Consultant   Mar. 2024 - Jun. 2024

- Created data-driven marketing strategies and communication plans to enhance brand visibility and social impact, supporting underserved communities through education and job training initiatives.