Yee Yek

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PROFESSIONAL EXPERIENCE

LiveRamp San Francisco, CA

Sales Operations Analyst Aug 2019 – Mar 2021

- Automated a sales compensation report – previously a manually configured spreadsheet consisting of 5 Salesforce reports – by converting it into a BigQuery SQL script, reducing administration time by 24 hours/year and enabling turnkey refreshes of data.
- Collaborated with business technology and intelligence teams to align customer data between Workday and Salesforce, creating a single source of truth for customer data as well as the documentation to maintain the structure.
- Designed an approval process automation that moved account reassignment requests from inboxes onto the Salesforce platform.
- Led data hygiene initiative that resulted in the removal of 2 unused custom objects & 100+ custom fields, and the deletion of 6,500 bad account records; also sourced a tool to report on field usage, enabling better ongoing data management practices.
- Oversaw implementation of D&B Optimizer for Salesforce, enabling more accurate industry-based report for the company.

ERG Co-Chair (DIB Business Partner) Dec 2020 – Mar 2021

- Created founding charter for the Asian American & Pacific Islander Employee Resource Group at LiveRamp (AAPI @ LiveRamp).

Contributor Development Partnership (formerly WGBH) Boston, MA

Senior Technical Project Lead Jan 2019 – Jul 2019

- Engineered an ETL automation to replace a Salesforce batch Apex job used to generate new clients' donor summary data, reducing processing time by 85% and enabling concurrent client onboarding – as opposed to previously having to do it serially.
- Identified need for a better way to manage development and rolled out a scrum framework for the Technology Solutions team resulting in more clearly defined user stories, transparency into the team's priorities, and better alignment with business needs.
- Supported database conversions into Salesforce by executing large volume data loads, auditing data integrity in staging environments, reconciling schema differences between source & target systems, and providing hypercare support after go-live.
- Worked with executives to submit RFP bids and conduct live demo-days of technology stack (Salesforce & select applications, and RedPoint Global applications) to a wide range of public media stations.

WGBH Educational Foundation Boston, MA

Senior Systems Analyst Apr 2017 – Jan 2019

- Built an ETL automation for the Operations team that created Salesforce campaigns based on files placed on an FTP, including custom logic to build hierarchical relationships between campaigns, saving 500 hours/year for the team.
- Led the implementation of Pardot for WGBH and local client stations; using RESTful web services and RedPoint Data Management (RPDM), developed email subscription synchronization process between Pardot, RedPoint Interaction (RPI), and SendGrid.
- Created views and configured RPI so marketing workflows for separate clients could be consolidated into one, saving 8 hours of setup for every new client and allowing the organization to scale services more easily as it grew.
- Managed the data synchronization process between Salesforce and Azure SQL relational database; creating tables and updating configurations when new objects were created, as well as troubleshooting sync delays and failures.

Data Automation Specialist May 2016 – Apr 2017

- Provided technical support for Salesforce and RedPoint Global; creating Jira tickets when product enhancements were necessary.
- Optimized queries in RPI for the digital marketing team, ensuring emails were delivered to audiences on time.

Chapman Cubine Allen + Hussey San Francisco, CA

Account Rep II Sep 2014 – Apr 2016

- Supported client budget planning and forecasting in Excel, creating prospecting list plans based on these projections.
- Managed production of clients' direct mail programs and coordinated integrated marketing campaigns between teams.

EDUCATION & CERTIFICATIONS

University of California, Davis – Bachelor of Arts, Political Science and Psychology

Salesforce – Administrator, Platform App Builder, Nonprofit Cloud Consultant (#19182263, #1925354, #163029)

Scrum.org – Professional Scrum Master I(#481726)

SKILLS

SQL, ETL Tools, Salesforce, Data Management, Excel, Scrum, Project Management, Technical Documentation