

DANIEL D. YIU
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PROFESSIONAL EXPERIENCE

Initiative Media, Interpublic Group, New York

VP, Performance Analytics 2011-

- Lead US attribution & response modeling practice within Initiative Performance Analytics division
- In Charge of US East Coast accounts and responsible for day to day analytics questions/solutions
- Consult Initiative clients in measuring paid, owned, earned marketing impact on brand performance
- Provide within and between channel planning and buying guidance
- Lead media tool development efforts and leverage the tools for planning integration and business pitches
- Client experience: Hyundai, J&J, Charles Schwab, Six Flags, Ameriprise, Trane, EDMC, Dr. Pepper, Cablevision, Hasbro, USAA, Bayer, Merck, Burlington Coat Factory, Lifelock, Hardee's, MillerCoors

DDY Analytics, New York, NY/Shanghai, China, 2011 -

- Consulted national and market level media efficiency and effectiveness for U.S., Chinese local, and multinational brands. Clients include McDonalds, Dumex (first and second tier markets), and Zhenai.com (national and first tier market)

BrandScience (formerly OMD Metrics), Omnicom Media Group, New York, NY/Shanghai, China

Senior Manager 2008-2011

- Consulted across Omnicom Media Group clients on marketing measurement and media strategies integrating online and offline media platforms through dynamic insights in CPG/FMCG, financial services, Pharma, Retail & e-commerce sectors
- Managed econometric modeling projects for understanding key business performance metrics, analyzing media/marketing driven dollars, facilitating budget allocation, and optimizing media investment effectiveness
- Supported OMG's business initiatives in Chinese market
- Client experience: (US) Fidelity Investments, Hampton Inn, Rosetta Stone, Sterling Jewelry, AXA Equitable, NY Lottery, Estee Lauder, (China) Hershey, Unilever, McDonalds, Johnson & Johnson, Pepsico
- Contributed to strategic and analytical deliverables for business pitches in US and Chinese markets
- Supported agency-wide research study and measurement development initiative

OMD Metrics, OMD, Omnicom Media Group, New York, NY

Senior Analyst/Manager 2006 – 2008

- Carried out media/marketing mix and advertising effectiveness analysis for OMD clients supporting clients' sales initiatives, identifying business needs, and addressing financial metrics
- Worked on multiple projects simultaneously with cross-functional teams including internal, clients, and third party research suppliers
- Client experience: Travelocity, eBay, H&R Block, Fidelity, AIG, Hertz
- Managed project timelines & quantitative investigations, executing statistical and analytical solutions
- Interviewed candidates and advised analysts on media and modeling related issues
- Supported consumer insight study and other research initiatives (media engagement, in-store marketing)

Marketing Management Analytics (Carat/Aegis Media), Wilton, CT

Analyst/Senior Analyst, 2005-2006

- Provided marketing analytics services on preliminary brand/product analysis, marketing and media data review & assessment, marketing mix modeling, post-model evaluation, and other analytical deliverables for Fortune 100 companies
- Client experience: GSK, Kraft, Chase Bank
- Participated in marketing real-time system (Avista) data and process integration and implementation
- Communicated with client market research teams for data requirement and marketing analysis needs

J. M. Huber Institute, Columbia University, New York NY

Research Associate, 2001-2002

- Provided extensive preliminary analysis and advices on research consulting projects such as knowledge networks and communities and strategic organizational learning
- Analyzed and managed quantitative & qualitative data sets from 42 U.S., Europe, and Japanese companies and prepared findings for the external reports and research products in topics such as business intelligence, innovation, and knowledge management
- Assisted consortia meetings with participants such as IBM Global Services, Deloitte & Prudential Securities

The Direct Marketing Association (DMA), International Department, NY

Market Research Intern, 2001

- Worked closely with Vice President in conducting business market research and carrying out extensive survey of business models, statistics, foreign markets, and consumer as well as B2B development
- Conducted Japan direct market research by developing research guidance, collecting cross-national data and analyzing qualitative & quantitative data on topics such as cross-culture consumer attitude and behavior, direct marketing infrastructure, macroeconomics, and electronic/mobile commerce from sources such as Jupiter Research, Accenture, and Nomura Research

Adecco SA Taiwan, Technical Division, Taipei

Recruiter/Senior Recruiting Consultant, 1997 – 1999

- Performed skill assessment, job analysis, and placement solution services for technical talents across disciplines and management levels in companies such as UBS, Motorola, Hewlett-Packard, Accenture, KPMG consulting, and Citibank
- Evaluated person-job fit and linked possible individual and organizational performance
- Conducted industry research and presented the latest trends for future recruitment needs

EDUCATION

M.A., Quantitative Methods in the Social Sciences, COLUMBIA UNIVERSITY, New York NY October 2007

M.A., Organizational Psychology, COLUMBIA UNIVERSITY, New York, NY May 2002.

Graduate Assistant Scholarship, 2002.

B.B.A., Marketing and Organizational Behavior, FENG CHIA UNIVERSITY, TAIWAN. June 1995.

First place, business case study competition, department of business, 1994

Direct Marketing Association (DMA) training seminars: Basic institute, E-mail marketing, CRM

HONOR

Cisco i-prize competition finalist, 2008

LANGUAGE

Fluent in Taiwanese, Mandarin (Modern Chinese). Basic reading in Japanese