

Victor Lam

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Education

Drexel University

Bachelor of Science in Business Administration

Business Analytics and Marketing

Philadelphia, PA

Graduated June 2021

Cumulative GPA: **3.81**

Experience

URBN – Urban Outfitters, Inc.

Consumer Insights Analyst, Customer Analytics, UO Analytics

Philadelphia, PA

November 2022 - Present

- Identify trends utilizing multi-touch attribution (MTA) model tables on Snowflake Cloud Database Platform, pulling customer data relating to marketing channel, device type, customer segment and more through existing and new SQL queries.
- Provide insights and recommendations on marketing channel performance, driving the business's promotional strategy for FY25, resulting in positive performance vs LY by 7%.
- Collaborate with various functional teams with ongoing analyses, communicating actionable recommendations for our FY25 merchandising strategy led by new upper management.
- Visualize data into marketing dashboards and generate automated reporting for outbound marketing channels, utilizing Tableau & MicroStrategy Freeform SQL, facilitating campaign performance (i.e. traffic, revenue, etc.) on a weekly/monthly/quarterly/yearly basis.

Publicis Health Media

Associate Technical Strategist, previous SEO Associate Co-op

Philadelphia, PA

September 2019 – November 2022

- Improved processes for internal use as well as ad hoc requests from clients via Google Data Studio, SQL, and utilization of in-house Python data formatting scripts.
- Analyzed organic traffic metrics for various healthcare brands, using Google Analytics and Adobe Analytics/Omniture, to help find organic search trends.
- Determined technical issues on staging/live sites that hinder optimal organic ranking/crawling through various technical audits; presented findings and recommendations to clients.
- Conducted keyword research via SEMRush and Google AdWords to optimize on-site content to align with patient search journeys and categories.

Cozen O'Connor

Events and Marketing Co-op

Philadelphia, PA

September 2018 – March 2019

- Planned 10+ events by reserving venue spaces, forming contracts, and preparing estimates.
- Compiled upcoming events via Interaction software to create a monthly newsletter sent internally to the firm, communicating with the Creative and Marketing department.

Comcast NBCUniversal

State and Local Income Tax Analyst Co-op

Philadelphia, PA

September 2017 – March 2018

- Assembled tax returns and other related tax compliance such as 1120's and 1065's forms for the company and over 100 affiliated entities, using Microsoft Excel and in-house Tax Software.
- Communicated with federal, state, and local taxing authorities to resolve notices and other miscellaneous issues.

Leadership & Activities

Ascend Drexel Student Chapter

President, previous Vice President, Internal, and External Relations Director

Philadelphia, PA

August 2016 – June 2020

- Led and coordinated a group of 30 to host our first Student Symposium with Ascend Temple University Student Chapter, and our Greater Philadelphia Professional Chapter; resulting with 94 attendees and sponsorships from Deloitte, TD Bank, KPMG, and more.