

HAOYU 'LEON' TANG

Phone: 984-215-9689, Email: HTang27@gsb.columbia.edu, LinkedIn: www.linkedin.com/in/leon-tanghaoyu

EDUCATION

COLUMBIA BUSINESS SCHOOL

MS, Marketing Science (STEM), February 2027

GPA: 9/10

New York, NY

2025-2027

5% acceptance rate program combining PhD and MBA courses in statistical expertise and strategic marketing analytics

Coursework: Digital Marketing (MBA), Growth Hacking, Quantitative Pricing & Revenue Analytics (PhD), Market Consulting Skills, Market Intelligence, Product Management

Consulting Project (Spacely Media, Product Marketing Consultant): Ran A/B Google Search experiments for a client, proving product-specific keywords cut CPC 72% (\$0.81 vs \$2.92) and reached 20% peak CTR

Certifications: Google Ads Certified (Search; AI-Powered Performance Ads); INSIDE LVMH Certificate (Creation & Branding, Retail & Customer Experience)

Leadership: Marketing Association of Columbia (MAC); Assistant VP, Columbia Entrepreneurs Organization; Retail & Luxury Goods Club; CBS Follies

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

BS, Economics (STEM), December 2023

GRE: 336

Chapel Hill, NC

2019-2023

Minors: Philosophy, Politics & Economics (PPE); Business Administration

Leadership: Kenan-Flagler Business School Alumni Ambassador

EXPERIENCE

Co-Founder | Head of B2B Sales

Hong Kong, China

ALLFACTOR ANALYTICS

2020-2022

Data-centric B2B market analytics SaaS for e-commerce sellers; raised HKD 3M at HKD 12M valuation incl. senior Alibaba executive co-investor

- Advised Alibaba-network merchant owners on-site, turning sales data into weekly pricing, restock, and ad-spend recommendations adopted by 70%+ of owners, lifting sales 18% on selected SKUs
- Acquired 160+ B2B accounts by owning Google Ads end-to-end: tested 144 ad variations (54K+ impressions, 8.5% CTR, 196 conversions) and rebuilt messaging around data freshness, the differentiator search data surfaced
- Converted 10 B2B accounts from a proactive email outreach funnel built from scratch, sourcing 4,500 prospects at zero cost and A/B testing CTAs to 30-50% open rates (SendGrid)
- Grew 30-day customer retention from 49% to 83% by diagnosing the top churn driver from subscriber usage logs and interviews, shipping execution features (restock triggers, margin simulation)
- Landed \$80K+ in data contracts with institutional hedge funds (Citadel, WorldQuant), scoping taxonomy normalization and latency requirements with each buyer to meet institutional-grade delivery specs

Co-Founder | E-Commerce Lead

Durham, NC

HIH SPORTS

2024

D2C sports-tech startup using data-driven customization for outdoor gear; raised \$35K (Innovate Carolina accelerator, 10% acceptance)

- Drove 21% conversion lift and \$3,200/mo revenue across 125 Amazon and TikTok Shop SKUs, A/B testing product claims and repositioning listings around winners (Conjoint)
- Negotiated deal terms and product selection with 35+ creator and micro-influencer partners across social and livestream selling, tracking performance and growing social following to 5,000+
- Generated 203 launch-day sales by defining the North American launch targeting strategy, segmenting 500K+ data points to uncover "Neo Nomads" buyers in FL and NC (clustering)

Co-Founder

Daejeon, South Korea

SOGO (PLANTCIA)

2024-2025

Agri-tech venture specializing in vertical farming technology, growth pods, and yield optimization

- Secured \$350K+ in grants by turning complex operational data into ROI pitches for South Korean Government and NC A&T State University decision-makers (PowerPoint)
- Cut per-unit build cost 12% and factory lead time 50% (12 to 6 weeks) by negotiating cross-border supplier terms with Shenzhen hardware and Iceland assembly partners

SKILLS

Sales & Growth: Consultative Sales, B2B Sales, Business Development, Account & Portfolio Management, Client Outreach, Digital Marketing, Google Ads, Online Advertising, Campaign Performance Analysis, A/B Testing, Customer Segmentation, Market Sizing

Tools: Google Ads, Google Analytics, Salesforce, HubSpot, SendGrid, Tableau, Excel, PowerPoint, SQL

Analytics: Quantitative Marketing Analytics (Conjoint, Forecasting)

Languages: English, Mandarin (native)