

Adam Chiang

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EXPERIENCE

Roku, Inc.

June 2026 to August 2026

Ad Measurement Intern

Chicago, IL

- Built a multivariate regression across 56 commerce campaigns, running 12 model versions with HC3 and FDR-corrected validation to isolate a pre-sale ad-format lever, uncovering a significant relationship that was brought to market and shared in client presentations
- Reapplied the regression framework to a new sales-lift dataset across 27 campaigns in approximately 8 hours, versus roughly two months for the original build
- Led client-facing campaign reports for a national electronics retailer, catching a 2.2% (\$22K) revenue discrepancy between partner data feeds and resolving a 16-SKU deduplication issue
- Developed several Claude skills to streamline Roku's reporting, including a 1P Pixel conversion-report tool that cut build time by approximately 99%, was featured in a company newsletter, and became the team's standing reference via a Confluence guide
- Presented AI and skill-building work across multiple team and leadership meetings, including a dedicated 45-minute workshop on AI best practices and limitations for the Ad Measurement team

Epstein Architecture, Engineering and Construction

August 2024 to August 2025

Marketing Assistant

Chicago, IL

- Built a two-part Power BI solution: a campaign dashboard and a BD lead-prioritization dashboard with drill-down filtering
- Integrated D&B Hoovers, ZoomInfo, and CRM data (Unanet, Deltek Vision) into HubSpot to centralize lead management
- Maintained CRM data hygiene through validation, deduplication, and standardization, ensuring accurate imports and field mapping
- Ran A/B tests on email subject lines, copy, and layout to refine lead scoring
- Built attribution-based reports identifying top-performing channels and content for cross-functional strategy

EDUCATION

DePaul University

September 2025 to Est. November 2027

Master of Science in Data Science (Marketing Concentration); GPA 3.85

Chicago, IL

- Relevant Coursework: Coursework spanning applied statistics and hypothesis testing, end-to-end data mining pipelines, and the linear algebra foundations underlying machine learning methods.

Bachelor of Arts in Communication and Technology; GPA 3.97

September 2020 to June 2024

- Graduated Summa Cum Laude
- Member of Phi Sigma Pi - National Honor Fraternity; Production Director for Radio DePaul

Skills

Proficient in data visualization and BI tools: Power BI, Excel (Power Query, PivotTables, advanced analysis), Google Analytics, Superset, Jupyter Notebooks

Experienced in statistical analysis and programming for data-driven decision-making: Python (pandas, NumPy, scikit-learn, statsmodels), SQL (Trino), R, SPSS

Skilled in AI-assisted development with Claude, Claude Code, and Cowork: Prompt Engineering (Prompt-Chaining, Meta-Prompting), MCP Integration, Claude Skill Building