

Cher Yuan

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SUMMARY

Growth marketing operator with 7+ years of experience scaling acquisition systems across high-growth consumer businesses. Expertise in SEM, experimentation, attribution, bidding automation, and growth analytics, with a strong track record of driving efficient customer acquisition through automation, data-driven optimization, and cross-functional leadership across both early-stage and scaled organizations.

CORE SKILLS

- **Growth & Acquisition:** SEM, Mobile Growth, Performance Marketing, Experimentation, Attribution, Incrementality Testing
- **Analytics & Automation:** SQL, Python, XGBoost, Reporting Automation, Bidding Systems
- **Platforms & Tools:** Google Ads, Microsoft Ads, SA360, GA4, SEMrush, Tableau, Mode, Looker
- **Cross-Functional Leadership:** Product, Data Science, MarTech, Creative, Engineering, External Partners

PROFESSIONAL EXPERIENCE

Instacart

San Francisco, CA

Growth Media Marketing Manager II

January 2021 – March 2026

- Partnered with Econ and MarTech teams to launch an algorithmic “All-In-One” bidding platform, driving **\$6M** in annual savings through automation and bidding optimization.
- Led acquisition strategy and optimization for a **\$40M** annual SEM portfolio across Google and Microsoft Ads, driving improvements in ROAS, conversion volume, and channel efficiency.
- Designed and executed A/B and incrementality tests across creative, targeting, landing page, and budget strategies, improving performance efficiency by double digits.
- Influenced quarterly budget allocation and growth strategy through performance forecasting, competitive intelligence tracking, and ongoing business insights presented to leadership.
- Collaborated cross-functionally with Product, Creative, Data Science & Analytics, and external platform partners to pilot new ad products, improve conversion experiences, and scale acquisition initiatives.
- Supported large-scale account restructuring and optimization efforts to improve campaign architecture, operational scalability, and long-term growth efficiency.

eHealth, Inc.

Santa Clara, CA

Sr. Search Engine Marketing Analyst

September 2019 – December 2020

- Managed **\$5M+** in paid acquisition campaigns across Google, Microsoft Ads, and SA360, consistently exceeding CPC, CVR, and COA performance targets.
- Built automated reporting and campaign management workflows using Python and platform APIs, improving operational efficiency by **30%**.
- Developed scalable bidding and optimization frameworks across **800K+** keywords, increasing unassisted conversions by **20%** despite seasonality and sparse data challenges.
- Designed and maintained real-time performance reporting systems to accelerate optimization cycles and improve decision-making responsiveness.
- Automated offline conversion validation and upload pipelines, improving attribution accuracy and eliminating hours of manual operational work weekly.
- Partnered cross-functionally with Product, Finance, and Data teams to align tracking infrastructure and performance measurement across analytics platforms.

EDUCATION

Southern Methodist University, Cox School of Business

Dallas, TX

Master of Science in Business Analytics GPA: 3.88/4.0

May 2019

Coursework: Predictive Analytics, Decision Analysis, Business Forecasting, Data Visualization, Machine Learning, Web Analytics

Wake Forest University

Bachelor of Art in Mathematics

GPA: 3.5/4.0

Winston-Salem, NC

Bachelor of Science in Business & Enterprise Management (Concentration in Marketing)

May 2018