

# Cher Yuan

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## SUMMARY

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Growth marketing operator with 6+ 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

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- **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

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### 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

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### 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