

Christopher Peng

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CAREER SUMMARY

Marketing Analyst with 4+ years of experience leveraging experimentation, statistical modeling, and large-scale data analysis to drive product strategy and user growth. Proven track record of partnering with Product, Engineering, and Marketing to define KPIs, analyze user behavior, and influence roadmap decisions. Expert in SQL, Python, and Data Visualization with experience in causal inference, statistical modeling, and building scalable analytics solutions.

KEY SKILLS

Analytics & Measurement: Marketing Attribution (MTA), Incrementality Testing, Geo Experiments, A/B Testing, ROI Analysis

Data & Modeling: SQL, Python (Pandas, Statsmodels), BigQuery, Snowflake, Regression Modeling, Forecasting

Marketing & Media: Paid Media Analytics, ROAS Optimization, Customer Acquisition, Cross-channel Measurement

Visualization & Storytelling: Tableau, Data Storytelling, Executive Presentations, Stakeholder Communication

Collaboration: Client Advisory, Cross-functional Leadership, Strategic Consulting

WORK EXPERIENCE

Growth Marketing Analyst, Epic Games, Boston, MA

2022 - 2026

- Partnered with Product, Engineering, and Marketing teams to define and track core KPIs across major products including Fortnite, Rocket League, Unreal Engine, and LEGO Fortnite
- Analyzed user behavior, engagement patterns, and conversion funnels to identify product opportunities and inform roadmap decisions
- Designed and executed A/B tests and geo-based experiments, measuring feature impact and optimizing user acquisition and engagement strategies
- Developed causal inference frameworks and incrementality models to quantify the true impact of product and marketing initiatives
- Queried and transformed large-scale datasets using SQL (BigQuery, Snowflake) to support deep-dive analyses and experimentation
- Built automated dashboards and reporting tools (Tableau) to enable self-serve analytics and improve decision-making across product teams
- Partnered with engineering teams to improve data pipelines, instrumentation, and data quality, ensuring accurate and scalable analytics
- Translated complex data into clear, actionable insights and recommendations, influencing product strategy and business outcomes
- Collaborated cross-functionally to launch and iterate on product features, using data to guide prioritization and performance evaluation

Applied Marketing Analytics Teaching Assistant, Boston College, Chestnut Hill, MA

2021 - 2023

- Supported instruction for Applied Marketing Analytics by guiding students in customer analytics, statistical modeling, and data-driven decision-making, using real-world marketing datasets
- Led hands-on sessions and office hours covering SQL, Python, and statistical techniques (regression, segmentation, A/B testing) to analyze customer behavior and marketing performance
- Assisted in grading and project evaluation, providing detailed feedback on analytical approaches, model selection, and business interpretation of data insights

Digital Marketing Manager, Sound Communications, New York, NY

2020

- Analyzed campaign and user engagement data to optimize conversion funnels and customer acquisition strategies
- Built reporting frameworks and dashboards to track performance and provide insights to stakeholders
- Worked cross-functionally to improve data tracking and campaign measurement accuracy

Digital Marketing Strategist, Hudson Creative, New York, NY

2019 - 2020

- Conducted data-driven analysis to optimize user acquisition and engagement across digital platforms
- Identified trends in user behavior and campaign performance to inform strategy
- Collaborated with cross-functional teams to improve website conversion rates and user experience

Sales Account Coordinator, Parachute Health, New York, NY

2018 - 2019

- Engaged new Parachute clients via phone, chat, and/or email with the goal of establishing a relationship and ensuring they feel welcome and comfortable with the platform, and know where to go when they have questions
- Provided excellent ongoing service and support through empathy, active listening skills, scrappy resourcefulness, and a drive to ensure the best possible outcome for all patients

EDUCATION

Master of Business Administration (MBA) concentration in Marketing Analytics, Boston College, Chestnut Hill, MA

Bachelor of Science in Business Administration & Management (BBA), Boston University, Boston, MA