

Lena Han

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EXPERIENCE

Editorial Data Analyst, Hearst Magazines

Oct 2023 – Present

- **Developed reports used daily on traffic and audience engagement** sent to 400+ editorial staff. **Created benchmarks for engagement, traffic, and revenue** for different types of articles across magazines and sections, including features, quick-hit news pieces, commerce-focused articles, and recipes.
- **Collaborated on strategies to expand reach through** experimenting with different content verticals.
- **Created trainings for editorial staff on 15 magazines** (including EICs, digital editors, and staff writers) on interpreting editorial metrics and using tools such as Google Analytics 4 and Parse.ly.
- **Co-lead of the AAPI ERG**, planning events and fostering community across Hearst AAPI employees.

Product Strategy and Operations Fellow, Turnitin

June 2023 – Sept 2023

- Developed internal intranet in a new content management system. Created resources used by the entire organization (~1100 employees) to **track product development priorities, streamline onboarding, and improve coordination** between product and engineering.

Data Journalist, USAFacts

August 2022 – May 2023

Editorial / Audience

- Published 1-2 articles per week (38 total) based on original analysis from government data on topics ranging from teacher pay to rent increases.
- **Wrote 5 of the 10 top articles by organic traffic** (out of a team of 4 journalists and 3 freelancers) in 2023.
- Garnered press for articles, including a link in the ChartR newsletter (readership of 275K), two features in the Data is Plural newsletter, and backlinks in the New York Times and The 19th.
- Adapted articles for a variety of formats, including a weekly newsletter, instagram posts, and tiktoks.

Product

- **Spearheaded a new website feature** for readers to give feedback on articles. Identified and aligned stakeholders, created the success criteria, and tested hypotheses to refine product specifications. Presented and **gained approval from CMO and CTO**.
- **Launched a google analytics dashboard** used by the entire content team to track progress towards goals.
- **Increased average session time by 61%** on the weekly news quiz by creating a new feature that allowed users to compare scores across the distribution of all quiz takers.

Summer Strategy Associate in Tech, Media, and Telecom, PwC

June 2021 – August 2021

- **Translated client feedback into technical requirements** to a cross-functional team. **Led team of five UI/UX designers** through three sets of iterations on a customer service agent portal for a **F100 hardware company**.
- Created customer-centric designs grounded in user stories that **led to an extension on the project**.
- Completed a human-centered design certification focused on agile mindset, design thinking, and scrum.

EDUCATION

M.A. Public Policy, Stanford University

2020 - 2022

- **Administered grantmaking process in a team of 5 for arts and media orgs**, eventually awarding a \$15,000 grant to El Timpano, an Oakland-based news nonprofit through The Philanthropy Lab

B.A. Economics, Stanford University

2018 - 2022

- Graduated with Distinction (top 15% GPA), Excellence (10% recognized for community contributions)
- Coursework in education economics, data visualization and statistical analysis, programming abstractions
- **Ran Stanford's largest student-run fellowship program** in 2020-2021 school year, leading a team of 7 and distributing \$500K annually to students interested in public service.

SKILLS

- **Expert (Technical):** Google Analytics, Looker, Looker Studio, Excel, Tableau, Confluence, Jira, Trello, Wordpress, DataWrapper, SEO
- **Proficient (Technical):** A/B Testing, SQL, Web dev (HTML, CSS, Javascript), Agile, Canva, Python, R, SQL
- **Non-technical:** Social Media, Project management, Leadership, Conversational Mandarin Chinese