

# ARTHUR J. SHEN

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## SUMMARY

Strategic Operations professional with experience exceeding KPI targets and cultivating innovative business solutions.

## WORK EXPERIENCE

**Apple Inc** – *Cupertino, CA*

Dec 2018 – Current

**Manager Revenue Finance & Analytics**, Advertising Platforms

- Lead strategic revenue planning and analytics for Apple Search Ads and News Ads businesses in 59 different markets
- Arm Sales teams with developer campaign optimization insights which has led to a 30%+ YoY growth in existing markets
- Own revenue and resource planning for new initiatives which played an integral role in launching and scaling into 46 countries
- Perform ROI analyses on key roadmap and product initiatives to help guide Product and Engineering prioritization
- Formulate business strategy and execution plans with leadership using SWOT analysis and recognizing key market trends
- Craft and utilize automated Tableau reports to quickly identify key insights and analysis opportunities
- Develop sales incentive plans that align to key focus areas while creating tailwinds against revenue forecasts and plan
- Oversee team responsible for creating value for operating partners through providing actionable insights and key reports

**OpenX** – *Pasadena, CA*

Aug 2016 – Aug 2018

**Manager Financial Planning & Analysis**, Monetization Finance & Corporate Development

- Yielded insights on monetization efficiencies through data analysis which resulted in revenue gains of over 5%
- Produced dashboards that highlight business health, potential risks, and revenue opportunities for key stakeholders
- Evaluated new business models and deals by analyzing the impact on OpenX's short and long-term businesses
- Provided market analysis on OpenX's growth products supporting the development of the go-to-market (GTM) strategies
- Worked with product teams to define analytical frameworks, success metrics, and A/B testing requirements for key features
- Constructed and maintained company long-range financial model used for potential M&A prospects and annual 409a valuation

**Tribune Media** – *Century City, CA*

Sep 2015 – Jul 2016

**Manager Financial Planning & Analysis**, WGN America & Tribune Studios

- Consistently met Ad Revenue targets through assessing ad sales inventory distribution and CPM rates
- Assessed program profitability by collaborating with internal partners to determine viewer insights and revenue projections
- Built and managed WGN America & Tribune Studios budget, forecasts, and long-range plan and input into Anaplan
- Organized presentations that highlighted business performance, project statuses, and competitive intel for Board of Directors

**Comcast NBCUniversal** – *Universal City, CA*

Jul 2012 – Sep 2015

**Business & Financial Operations Consultant**, Corporate HQ

- Pinpointed key themes that were hindering subscriber retention and worked with executives on crafting potential solutions
- Enhanced Comcast sales experience by delivering recommendations based on identifying sales pain points and root causes
- Developed a tool for TVD team to document, track, and report on license agreements as it relates to revenue recognition

**Senior Financial Analyst**, Universal Studios Hollywood

- Reduced operational expenses by \$200K through developing financial models aimed at improving department efficiency
- Exceeded show penetration target of 75% by developing scenario models and data analysis to maximize venue utilization
- Assisted Operations team in building annual plan, performing variance analyses, and navigating ways to hit expense targets

## EDUCATION

**University of California, Riverside**

Sep 2006 – Jun 2010

- Bachelor of Science in Business Administration (*Concentration: Finance & Information Systems*)

## TECHNICAL SKILLS

- Microsoft Office ▪ G Suite ▪ SQL ▪ Adaptive Insights ▪ Data Warehouse ▪ Tableau ▪ Workday ▪ SAP B/W ▪ Anaplan ▪ Salesforce