

AMY X. CHANG

SNOWYVIENNA@GMAIL.COM • BOSTON, MA • DELIVERING DATA SCIENCE INSIGHTS

EDUCATION

Boston University School of Public Health • 2019 Boston, MA
Masters of Public Health • Epidemiology and Biostatistics

Johns Hopkins University • 2012 Baltimore, MD
Bachelor of Arts • Public Health Studies and Psychology

SELECTED EXPERIENCE

Data Scientist, Enterprise Analytics • Blue Cross Blue Shield Massachusetts Boston, MA
June 2022–January 2025

- Developed script for key digital-to-call metric that created web visit and call linkage, identifying that 20% of 1.2M yearly claims calls and 15% of 1.2M yearly benefits calls originated from web or app visits; results led to coalition of stakeholders working to address upstream impact to the call center.
- Identified multiple data quality issues including 10% unexpected web traffic over 13 months from bots, 20% member-web ID data unmatched rates over 5 months, and missing app volume during transitional periods, resulting in improved digital safety and robust upstream triggers to data collection issues.
- Improved scripting efficiency and reduced admin cost by upgrading multiple routine reporting code from SAS to Python, and migrated Python scripts from NetezzaSQL to AWS, and AWS to Snowflake.

Senior Analyst, Enterprise Analytics

March 2019–June 2022

- Led development of COVID-19 vulnerability risk indices to identify 5.9% of members at risk severe outcomes and allowed Care Management reach 8K vulnerable members. This work further supported racial and socioeconomic equity analysis embedded in an account-level buy-up program.
- Led development of algorithm to identify members with COVID-related care whose cost shares were not flagged for removal due to unclear coding guidelines early in the pandemic. Resulted in 450+ members with \$100k+ in cost share removed.
- Developed Tableau dashboard to from variable collation, UX design, technical specs, and visual refinement for behavioral health telehealth provider pilot, which real-time insights, giving the leadership team agile decision-making capability.

Digital Marketing Analyst • Dentons US LLP

November 2015–January 2018

Washington, DC

- Managed key internal stakeholders and C-level leadership relations with an external vendor to launch a custom app that aids lawyers in cross-selling services to clients. Downloaded by over 1,000 partners globally, with overall 60% firm adoption.
- Advised leaders lawyers and leaders on communication strategy to increase event attendance and thought leadership/white paper web traffic. High-profile projects included yearly federal policy outlooks and whitepaper, distributed to over 10,000 clients.
- Worked directly with US CEO to rebrand his weekly newsletter to firm personnel, distributed to over 2,000 weekly readership.

Digital Media and Communications Manager • Health Data Consortium

February 2014–October 2015

Washington, DC

- Led successful SXSW Interactive 2016 workshop application “Telling Health Stories with Interactive Storymaps” (attendees: 33,000), competing against 4,000 other entries. Facilitated multi-organizational collaboration with Esri and Carevoyance, content development, and digital promotional strategy.
- Developed organizational social media strategy guide which led to 75% increase in Twitter followers, 500% increased membership to LinkedIn, and 700% increased followers for the CEO Twitter account.

SKILLS

Engineering • Python, SQL, Data Science, K Means, LLMs, AWS, Snowflake, Git, SAS, Agile/Scrum, Tableau, Esri ArcGIS

Technical • Linear and Logistic Regression, Predictive Modeling, Significance Testing, Epidemiological Analysis, Full Stack Development, UX/UI design, Adobe Photoshop, Wordpress, Drupal, Search Engine Optimization, Brand Development, Microsoft Office

Language • English, Mandarin Chinese; US Citizen