

BRYANT YU

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Operations professional with 6+ years of experience owning complex onboarding, integration, and rollout processes for internal & external stakeholders. Proven ability to manage workloads while consistently exceeding performance targets.

EXPERIENCE

BIRD RIDES, INC, Austin, TX

Reporting & Analytics Specialist

Jan 2026 – Apr 2026

- Implemented AI-assisted documentation and knowledge management workflows to improve team efficiency
- Prepared weekly business review for board of directors and executive leaders
- Compiled operational and financial KPIs, translating complex data into clear executive summaries
- Tracked in-house labor spend versus labor budgets to align with projections

City Operations Manager, (BizOps)

Mar 2025 – Jan 2026

- Directed Lyft-Bird integration for 50+ markets, from initial market launch to long-term technical (API) health
- Served as Bird's subject-matter expert for internal tools, enabling teams to operate more efficiently
- Compiled and maintained repository with 30+ SOPs and 50+ SQL queries to assist peers & new hires
- Created Slack workflow and support channel with Zapier to monitor questions
- Saved company ~\$90,000 annually by eliminating phone stipend (~300 phones)

Market Operations Manager

Sep 2023 – Mar 2025

- Managed 7 key markets (~\$3M ARR) in Bird's highest revenue region, exceeding P&L forecast targets by 4%
- Prepared and presented bi-weekly reports to track actuals vs. targets and align with projections
- Represented Bird in the community and communicated with key city stakeholders for regulatory changes
- Managed 9 Fleet Managers overseeing a combined fleet of ~2500 scooters
- Monitored and tracked franchisee performance using KPIs
- Conducted ad-hoc analyses using SQL + Excel to inform growth strategies and operational decisions
- Forecasted optimal number of vehicles to add to market based on expected ROI

Operations Associate

Oct 2022 – Sep 2023

- Led growth + demand vertical (competitor analysis, A/B experiments, surge pricing)

Proffer, Austin, TX

Co-Founder

Aug 2021 – Oct 2022

- Bootstrapped virtual assistant outsourcing company, achieved \$6,000 monthly recurring revenue
- Managed 5 virtual assistants and 3 call center workers
- Built lead lists and cold called a minimum of 100 prospects daily

membersy, Austin, TX

Operations Associate

Oct 2020 – Aug 2021

- Developed and managed in-house fulfillment operations
- Output of 30,000+ brochures and 400+ packages shipped monthly
- Decreased fulfillment costs by determining outsource point

Operations Intern

Jan 2020 – Oct 2020

- Responsible for updating dental office contact info using Salesforce reports

EDUCATION

The University of Texas at Austin, Austin, TX

Aug 2016 – May 2020

Bachelor of Arts, Economics

Certificate in Business Foundations

SKILLS

Technical: SQL, Tableau, Salesforce, Advanced Excel/Google Sheets, QGIS, Braze, Metabase, Python, AI Workflow Automation, Claude, ChatGPT, Google Antigravity

Operational: Project Management, Operations Management, Data Analysis, SOP Creation, Asana