

BRYANT YU

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EXPERIENCE

BIRD RIDES, INC, Austin, TX

October 2022 – April 2026

Reporting & Analytics Specialist

- Implemented AI-assisted documentation and knowledge management workflows to improve team efficiency
- Prepare weekly business review for board of directors and executive leaders

City Operations Manager, (BizOps)

- Direct end-to-end Lyft-Bird integration for 50+ markets, from initial market launch to long-term technical health
- Serve as Bird's subject-matter expert for internal tools, enabling teams to operate more efficiently
 - Compile and maintain repository with 30+ SOPs and 50+ SQL queries to assist peers & new hires
 - Created Slack workflow and support channel to monitor questions

Market Operations Manager

- Managed 7 key markets (~\$3M ARR) in Bird's highest revenue region
 - Exceeded P&L forecast targets by 4%
 - 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 KPI's
- Conducted ad-hoc analyses using SQL + Excel to inform growth strategies and operational decisions
 - Calculated optimal number of vehicles to add to market based on expected ROI, etc.

Operations Associate

- Responsible for growth & demand vertical
 - Created push notifications, in-app messages, and promos to boost ridership using Braze & internal tools
 - Conducted competitor analysis and run experiments (A/B testing) to determine optimal pricing
 - Compiled spreadsheet of high-traffic events for team visibility and revenue generation via surge pricing

Proffer, Austin, TX

August 2021 – August 2022

Co-Founder

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

membersy, Austin, TX

January 2020 – August 2021

Operations Associate

- 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

- Responsible for updating dental office contact info using Salesforce reports

EDUCATION

The University of Texas at Austin, Austin, TX

August 2016 – May 2020

Bachelor of Arts, Economics

Certificate in Business Foundation

SKILLS

Technical/Computer Skills: SQL, Tableau, Salesforce, Advanced Google Sheets/Excel, QGIS, Braze, Project Management, Operations Management, Data Analysis, AI Workflow Automation

Interests: Brazilian Jiu Jitsu, Electronic Music, Gardening