

# Amber (Yue) Ma

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## EDUCATION

### University of Michigan - School of Information

Master of Science in Information - Data Science / Data Analytics  
Shapiro Design Lab-Program Assistant

Ann Arbor, MI  
Apr 2021

### University of Maryland - Robert H. Smith School of Business

Master of Science in Accounting - Big Data & Cybersecurity specialization (3.8/4.0)

College Park, MD  
Dec 2018

### Beijing University of Chemical Technology, School of Business and Management

Bachelor of Management - Accounting (3.5/4.0)

Beijing, China  
Jul 2017

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## PROFESSIONAL EXPERIENCE

### Bytedance (Tik Tok)

Beijing, China

#### E-Commerce Channel Risk Control and Operation Intern

Jun - Aug 2019

- Manipulated data of customer complaints and auditing weekly, and visualized data by Excel VBA and PowerBI to make data-driven decision efficiently. e.g. delivered key complaint merchants and key risks per week
- Interacted with 50+ agencies, 6 channel managers, and the product department; delivered weekly reports and monthly reports to provide recommendations and improve e-commerce platform's user experience
- Trained and facilitated 50+ candidates to become qualified risk management professionals

### Sunrise Senior Living

McLean, VA

#### Internal Auditor Intern

May - Dec 2018

- Performed SSAE 18 SOC 1/SOX testing by conducting walkthroughs, selecting samples, performing test of design, and performing business & ITGC testing on an ongoing basis (e.g. change control, user access, vendor management, security and operational procedures, Windows, UNIX/Linux, Oracle PeopleSoft, etc.)
- Manipulated and analyzed data by Excel VBA, Access, and SQL queries to identify and document audit issues
- Identified, evaluated, and documented business & IT key issues and recommendations for improvement

### Robert H. Smith School of Business, University of Maryland

College Park, MD

#### Graduate Assistant

Jan - Dec 2018

- Led a team of 10+ graduate assistants to post bi-weekly newsletter that distributed to 1600+ business school graduate students, analyzed browsing data to improve open rate from 58% to 75%
- Collected, updated, analyzed employment data of 1600 students and created data visualization utilizing Tableau

### Ernst & Young

Beijing, China

#### External Auditor Intern

Jan - Mar 2016

- Participated in 3 annual auditing programs of Solagiga Energy, HESS China and CAPEIC
- Facilitated the collaboration with 50+ banks to send conformation letters and validate the information
- Reviewed annual reports, performed variance analysis on Statement of Expenses for significant fluctuations and compiled bilingual notes for the differences, enhancing senior auditors' understanding

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## PROJECTS

### Wine Retailing Forecast using Tableau, Python

- Explored potential influential factor, collected and cleaned business data from 9 sources
- Processed raw data into independent variables with the assistant from multivariate LASSO regression result; created the average retailer turnover variable (Python, Tableau)
- Performed the entire evaluative process, including project scoping, business stakeholder analysis, data process modeling, solution prototyping, usability testing, and final presentation delivery.

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## LEADERSHIP EXPERIENCE

### The Volunteer Income Tax Assistance Program, R.H. Smith School of Business

Nov 2017 - Nov 2018

#### Vice President of Finance, Quality Reviewer

- Administered VITA at R.H Smith School Site to assist 300+ clients to prepare federal and state income tax returns
- Recruited, trained and facilitated 80+ candidates to become qualified volunteers as per IRS' requirements
- Led the development and implementation of the budget, expenditure, and reimbursement

### Enactus (International Nonprofit Organization)

Sep 2013 - Jul 2016

#### Project Manager, Financial Commissioner

- Built exchanging model between leaves in landscape companies and excrement from livestock raised by farmers
- Facilitated exchanging business model with 18 farms, 5 landscape companies and 12 orchards
- Led a team of 79 and won top 10 out of 258 teams in National competition; Generated \$7700 over 6 months

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## SKILLS

- Beginner: Java, C, C++, HTML, CSS, JavaScript, Drupal, PHP, Google Analytics
- Intermediate: R, Python, SPSS, Tableau, Access, SQL, QuickBooks, IDEA,
- Advanced: Adobe Acrobat Suite, Lucidchart, Visio, SmartDraw