

YUKUN PENG

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SUMMARY	Data Scientist who is enthusiastic about machine learning, data analysis and statistics. Experience in web development and digital marketing. Looking to combine all four skills to help companies excel in all niches!
Skills	Python, Pandas, JavaScript, d3.js, MongoDB, Hadoop, HTML5, Excel VBA, CSS3, Photoshop, SQL, Data Mining, Web Scraping, Agile Development, Material Design, Scrum, React.js, Node.js, R, Scala, Agile Project Management
EDUCATION	Certificate, Data Analytics and Visualization, May 2018 University of Texas at Austin B.S. Biology and Business Administration, May 2016 University of Texas at Dallas
APPLICATIONS APPLIED	Twitter Sentiment Analysis Project Nov 2017 Performed Sentiment Analysis on 2,000 tweets from all the major news network including BBC, CNN, Fox News, and made on dashboard on how positive and negative each news network is. Applied: Pandas, Flask, Plotly.js, HTML, CSS, Vaders, NLTK, Python, Javascript Earthquake Monitor Feb 2017 Creating a earthquake website that graphs where all the historical earthquakes were found through both the Earthquake API Applied: Pandas, Flask, Leaflet.js, HTML, CSS, Python, Javascript Concierge Auctions, Austin, Texas Nov 2016 - Present <i>Email Marketing</i> <ul style="list-style-type: none">• Created a Java program that automates the HTML Email coding process which increased time efficiency by 84% (1.5 hours to 15 minutes)• Managed the entire email system and salesforce database, which helped increased registered bidder by 17%, 26% in successful sales, and 2.19 millions more prospects reached through campaigns 2017-2018• Established measurable goals and analyzed marketing data to confirm effectiveness, tripled effectiveness by removing inefficiencies while on boarding• Utilized regression analysis to create viable targeted Campaign, prospects list, agent list and black book members for the outreach of each property• Managed Facebook leads sync, personalized email data QA (Python and mailchimp API calls), contact workflows between various platforms (PostgreSQL, Salesforce, Hubspot, Mailchimp, Rezora) Freelance Web Development, Austin, Texas Oct 2016 - Present <i>Product Manager</i> <ul style="list-style-type: none">• Managed a team of web developers and worked with various clients on building their website utilizing agile software development process Arbuba LLC, Dallas, Texas Jan 2016 - Jun 2016 <i>Digital Marketing Director</i> <ul style="list-style-type: none">• Improved Impression by 450% and active user by 65% by the end of job• Supervised weekly contents for the social media, video and web team
PUBLICATIONS	Peng, Y. UX in B2C Ecommerce, Oct 2016 Published at CAMOT 2016 International Business Conference, Cambridge University, UK

