

YINGTONG ZHONG (ANGEL)

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EDUCATION

University of Pennsylvania

Philadelphia, PA

Master of Science in Social Policy and Data Analytics (GPA:4.0/4.0)

with Certificate in GIS and Spatial Analysis (With enrollment scholarships of \$9000)

Aug 2021 – May 2023

- Related Coursework: Practical Programming for Data Science, Statistics in Data Science, Big Data Analytics, Applied Linear Modeling, Machine Learning, ArcGIS Mapping, Modeling Geographic Space; Land Use Modeling
- Awards: Green Space Data Challenge Community Health **First Place and Student Prize**, 2022 Our City in Data: Crime, Money, and Education in Philadelphia Hackathon (**Best Visualization**)
- GIS and spatial analysis projects: Flood Inundation Probability Model, Covid-19 Transmission Simulations Agent-based Model, Sprawl Forecasting Model

Sun Yat-sen University

Guangzhou, China

Bachelor of Law in International Politics (GPA:3.9/4.0)

Sept 2016 – Jun 2020

- Related Coursework: Basic Statistics, Qualitative and Quantitative Research Methods, Entrepreneurship Essentials
- Awarded **Sun Yat-sen University Outstanding Student Scholarship for three consecutive academic years**
- Seattle University Exchange (2018 Fall; GPA:4.0/4.0)

PROFESSIONAL EXPERIENCE

City of Palo Alto

Remote

Data Science Intern

Jan 2022 – Sept 2022

- Developed and refined machine learning models using 300,000+ data entries to predict voting patterns for campaign strategies
- Leveraged ArcGIS Pro to create maps, analyzing spatial patterns to effectively identify target groups for campaign outreach
- Employed EBM models and SHAP values to evaluate primary election results, providing insights into key voting trends and influencing factors

Tencent

Guangzhou, China

Business & Data Analytics Intern

Mar 2021 – Jul 2021

- Developed a 500-interviewee base and conducted qualitative and quantitative surveys on WeChat short video user experience; analyzed and visualized data with Python to recommend growth strategies
- Spearheaded a project to scan 3M+ short video creators, involving CRM platform creation, creator classification, and managing a 35-person team for labeling tasks; Employed Python to analyze 1.5M data points, leading to a 30% increase in WeChat short video creators via business analysis and providing valuable insights to the business team

TikTok, Bytedance

Beijing, China

Monetization Strategy Intern

Sept 2020 – Jan 2021

Data Analytics Related

- Developed cross-functional dashboards using SQL for data extraction, optimizing risk and revenue monitoring; analyzed complex business data with Python, Excel, and Thinkcell
- Constructed data dashboards for Promote product, examined business intelligence metrics, and optimized the digital operation of the product

Business Analytics Related

- Conducted comprehensive research on the e-commerce platform policy, including competitor analysis and risk control measures, providing strategic insights for TikTok's e-commerce business
- Assessed monetization risks in European and Southeast Asian markets, advised on ad policies, and collaborated across functions to achieve a 30% average decrease in user reports

DataStory

Guangzhou, China

Data Analyst Intern

Aug 2020 – Sept 2020

- Developed influencer monitoring models, extracted and cleaned data from 500,000+ row dataset, and created 10 Tableau dashboards for comprehensive data analysis
- Assessed Procter & Gamble laundry products' online marketing effectiveness through quantitative KPI analysis, customer profiling, and word clouds, delivering recommendations to boost marketing effectiveness by 30%

ACADEMIC & RESEARCH EXPERIENCE

University of Pennsylvania

Philadelphia, PA

Data Research Assistant at The Penn Development Research Initiative

Sept 2022 – Now

- Analyzed accessibility to public services in Israel by leveraging network distance geospatial tools with ArcGIS API for Python, creating a minimum viable product for streamlined spatial network distance analysis in similar contexts
- Streamlined data analysis process for multiple projects by developing custom functions to performing data cleaning tasks, such as utilizing the Fuzz function in Python to clean 20,000+ university name entries

Teaching Assistant for MSSP 8970 Applied Linear Modeling

Sept 2022 – Now

- Led a weekly lab on R Programming for Linear Modeling, covering techniques and concepts

Sun Yat-sen University (Department of International Politics)

Guangzhou, China

Research Assistant

Mar 2018 – July 2018

- Performed quantitative research on cross-group interactions between Mainland and local Hong Kong students, involving fieldwork and distribution of 190 questionnaires in Hong Kong, resulting in the second best thesis of the year

SKILLS, CERTIFICATIONS & OTHERS

- Languages: Comprehensive fluency in English and native proficiency in Chinese (Cantonese and Mandarin)
- Skills: Microsoft Office, SQL, Python, SPSS, STATA, Photoshop, Tableau, Prezi, ArcGIS, Agent-based Model