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   Aug 2021 – May 2023
- <u>Coursework</u>: Practical Programming for Data Science, Statistics in Data Science, Big Data Analytics, Applied Linear Modeling, Machine Learning, ArcGIS Mapping, Modeling Geographic Space; Land Use and Environmental Modeling
- <u>Awards:</u> Enrollment scholarships of $9,000

Sun Yat-sen University   Guangzhou, China
Bachelor of Law in International Politics (GPA:3.9/4.0)   Sept 2016 – Jun 2020
- <u>Coursework</u>: Basic Statistics, Qualitative and Quantitative Research Methods, Entrepreneurship Essentials
- <u>Awards:</u> Sun Yat-sen University Outstanding Student Scholarship for three consecutive academic years
- <u>Study Abroad</u>: Seattle University Exchange (2018 Fall; **GPA:4.0/4.0**)

PROFESSIONAL EXPERIENCE

Econsult Solutions, a boutique consulting firm specializing in diverse practice areas   Philadelphia, PA
Analyst   Jul 2023 – Now
- **Data Analytics**
  - Demonstrated expertise in data science and AI by automating data processing workflows and streamlining analyses
  - Developed predictive models using machine learning and regression techniques in R and Python
  - <u>Key Projects</u>:
    - Applied advanced data analytics to predict housing premiums along transit lines and determine optimal maximum floors for real estate studies
    - Initiated and led an internal project to prototype a Retrieval-Augmented Generation (RAG) AI agent for automating economic impact modeling workflows, involving document parsing, embedding model testing, and LLM-driven querying
    - Created a customized web scraping tool to gather data for analysis, improving time efficiency by 50%
- **GIS and Spatial Analytics**
  - Leveraged the ArcGIS suite, including ArcGIS Pro, Dashboards, and API for Python, to integrate GIS into data science workflows and enhance spatial analysis.
  - <u>Key Projects:</u> Automated data enrichment processes using ArcGIS API for Python, saving 90% of time and credits.
- **Data Visualizations**
  - Conducted econometric and statistical analyses for different practice areas including economic impact, transportation, and city planning, applying advanced spreadsheet techniques and data visualizations.
  - <u>Key Projects:</u> Automated transit agency monthly management reports using PowerBI, reducing reporting time by over 70%.

City of Palo Alto   Remote
Data Science Intern   Aug 2022 – Sept 2022
- Built and trained over 300,000 entries of data and optimized machine learning models to predict votes for campaign reference
- Created series of maps and analyzed spatial patterns to generate target groups for campaigns using ArcGIS pro
- Analyzed results of primary election using EBM models and SHAP values to summarize key voting trends

Tencent, a Chinese tech giant in social media and technology applications   Guangzhou, China
Business & Data Analytics Intern   Mar 2021 – Jul 2021
- Designed and conducted surveys on WeChat short video user experience, analyzing and visualizing data with Python to deliver growth strategies.
- Led a scanning project of 3M+ short video creators, establishing a CRM platform and classification rules, achieving a 30% increase in creators.

ByteDance, TikTok   Beijing, China
Monetization Strategy Intern   Sept 2020 – Jan 2021
- Built data dashboards and optimized business intelligence metrics, improving the digitized operation of TikTok Promote products.
- Conducted research on E-commerce market trends and assessed monetization risks across regions, providing strategic insights and reducing user reports by 30%.

ACADEMIC & LEADERSHIP EXPERIENCE

University of Pennsylvania   Philadelphia, PA
Data Research Assistant at The Penn Development Research Initiative   Sept 2022 – Jan 2023
- Responsible for distinct data mining tasks to help streamline data wrangling process.

Teaching Assistant for MSSP 8970 Applied Linear Modeling   Sept 2022 – Jan 2024
- Responsible for assisting in teaching a weekly lab in R Programming for Linear Modeling, canvas build-up, grading, conducting office hours and grading assignments.

SKILLS, CERTIFICATIONS & OTHERS

- **Languages:** English (Fluent: IELTS band 7.5 (8.5 in reading); GMAT 700 score; Native Chinese (Cantonese and Mandarin)
- **IT Skills:** Proficient with Microsoft Office, SQL, Python, SPSS, STATA, Photoshop, Tableau, Prezi, ArcGIS
- **Other Awards:** 2022 University of Pennsylvania Hackathon - Our City in Data: Crime, Money and Education in Philadelphia Hackathon **(Best Visualization);** Seattle University 2018 Imaging the World Photography Competition **(Honorable Mention); Milestone Award and Team of the Year Award** of 2015 China Smart Innovation Conference