

# BENJAMIN (SONGHAO) MA

Graduate Student from UC San Diego

looking for a skill related job (Business & Marketing Analysis related).

## EDUCATION

- 2025-2027

University of California, San Diego

M.S. Business Analytics

San Diego, USA
- 2020-2024

University of California, San Diego

B.S. Business Economics

San Diego, USA
- 2023

University of Edinburgh

Study Abroad

Edinburgh, UK

## PROFESSIONAL EXPERIENCE

- 12/2024-07/2025

GTM Data Scientist

Tymeline

Austin, USA

  - Led GTM strategy and product launches with data-driven planning.
  - Conducted market research and ROI analysis to optimize targeting.
  - Applied clustering and A/B testing to analyze trends and behavior.
  - Built dashboards and marketing assets to drive visibility and engagement.
- 09/2024-12/2024

Data Scientist, intern

Tymeline

Austin, USA

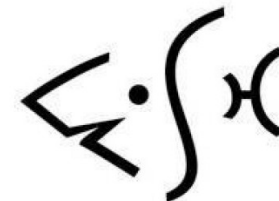
  - Go-to-market strategy development and product launches.
  - Market research to identify opportunities and assess impact.
  - Customer segmentation, ROI, and market analysis.
  - Analyzed trends and customer behavior for data-driven decisions.
  - Built marketing materials helps campaigns, boost visibility and engagement.
- 04/2024-07/2024

AI Training for Marketing Research, freelance

Outlier AI

San Francisco, USA

  - Trained AI models for customer segmentation using Python and scikit-learn.
  - Built scripts to identify high-value customers and improve model accuracy.



## CONTACT INFO

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🐙 [github.com/BenjaminMa](https://github.com/BenjaminMa)

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For more information, please  
contact me via email.

## SKILLS

### Programming & Data Tools

Python (NumPy, Pandas, scikit-learn, XGBoost, Matplotlib, Seaborn), R/RStudio, SQL (MySQL, PostgreSQL, BigQuery), Snowflake, Jupyter Notebook, STATA, SAS

### Data Visualization

Tableau, Power BI, Excel, Looker, Zoho Analytics

### Machine Learning & Analysis

Regression (Linear, Multiple, Multinomial Logit), Clustering, A/B Testing, Hypothesis Testing

### Project & Campaign Management

Jira, Linear, Asana, Salesforce, Microsoft Office (Excel, Word, PowerPoint)

### Web & Analytics Platforms

Google Analytics, Facebook Business Suite, BigQuery

04/2024–  
09/2024

● **Business Analyst, Intern**

Entropy Technologies

📍 Remote, Australia

- Analyzed and visualized market data for segmentation and campaign strategy.
- Built business maps and dashboards using Tableau.
- Optimized ad landing pages, increasing click-through rates and traffic.

11/2023–  
03/2024

● **Sales Data Analyst, Intern**

Camal Group

📍 Remote, USA

- Sourced and analyzed prospect data to support sales targeting and strategy.
- Created weekly trade reports and identified high-potential leads.
- Closed multiple deals and exceeded performance benchmarks.



## VOLUNTEER EXPERIENCE

11/01/2020–  
08/01/2021

● **United Nations Volunteer Program (Goodness and Mercy Missions)**

-Participated in non-profit organization -Developed marketing strategies with team. -Negotiated fundrasing with government agencies and global institutions. -Awarded with a certification

📍 New York, USA

11/25/2020–  
03/25/2021

● **United Nations Volunteer Program (Cameroon Association of Active Youths)**

-Assisted facilitating donations from institutions -Led a safety equipment's advisory group. -Cleaning donation data -Using data visualization tools for weekly project evaluation. -Received a certification and letter of appreciation.

📍 New York, USA