# BENJAMIN (SONGHAO) MA

## **Graduate Student from UC SanDiego**

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.

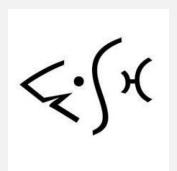
04/2024-07/2024

#### Al Training for Marketing Research, freelance

Outlier AI

San Francisco, USA

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



### CONTACT INFO

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For more information, please contact me via email.

# **SKILLS**

Programming & Data Tools

Python (NumPy, Pandas, scikitlearn, 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-

# 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