

An He
300 W 108th street, Apt.7A
917-539-2727
ah3063@columbia.edu

Education

Columbia University: M.A. Statistics New York 09/12-05/14
Courses: Probability and Statistics, Linear Regression, Nonparametric Statistics, Machine Learning, Sample Survey, Advanced Data Analysis, Stochastic Process, Time Series, Computational in SAS, Statistical Methods in Finance, Capital Markets and Investments
Shanghai University of Finance and Economics (SHUFE): B.Sc. Mathematical Statistics Shanghai 09/08-06/12
Related Coursework: Probability theory, Mathematical Statistics, Operational Research, Computational Analysis, Categorical Data Analysis, Non-Parametric Statistics, Multivariate Statistical Analysis, Data Mining, Sampling Techniques, Bayesian Statistics, Mathematical Analysis, Advanced Algebra, Statistical forecasting and decision making, Experiment Design, Financial Risk Management, Accountancy, National Accounts, Monetary Banking, International Finance, Economics, Public Finance

Language Skills

Native Mandarin speaker

Computational Software

3 years professional SAS programming
3 years professional R experience
Fluent in SQL, SPSS, Fortran, webpage design and Microsoft Office Suite. Nielsen OCR, XCR, Adveiws and NPower
Basic in Matlab, C++, Python, Stata and Eviews

Related Professional Experiences

Data Integration Intern: The Nielsen Company New York 11/14-Present
• Driving data fusion client project increasing market penetration through statistical matching methodology
• Running Affluent Fusion as Sole responsibility to indicate AD TouchPoint, lifestyle, brand purchase, investment of affluents
• Developing Nielsen Buyers Insights models connecting Ads with card purchase to assess Ads' power of leading real purchase
• Constructing Campaign Analysis Online Campaigns (OCR) and TV commercials to increase penetration reaching targets
• Developed and tested the Excel Applications to check the performance for certain originators to provide a client friendly tool
• Revised the mapping methodology between markets to ensure the conciseness for fusions
Research Assistant: Columbia Business School New York 05/14-11/14
• Worked as the research assistant for Professor Michael Morris in Cross Cultural Organizational Behavior Lab
• Designed questionnaires; collected and cleaned data for the primary statistical analysis for behavior experiments
• Constructed models to evaluate how cultural traditions influence individual judgments, contributed to potential publications
Research Intern: United Nations Children's Fund (UNICEF) New York 07/13-08/13
• Drove the Work Force Transformation Innovation Project (WFTI) in UNICEF
• Designed the questionnaire about staff structure, infrastructure and network connectivity issues for global UNICEF offices
• Collected and analyzed data to identify the cost saving work force load
• Generated the cost saving reports, reported to the board of UNICEF resulting in the work force transformation decision
Credit Card Operation Specialist: Citibank China Ltd. Shanghai 06/11-10/11
• Communicated with global colleagues and vendors to initialize the security Matrix solving PI issues
• Designed the operation process guides to line up Citi internal operation process instructions with China Market
• Initialized the budget proposal together with senior managers and VPs to present to the Board
• Resulted in Citi becoming the first confirmed foreign bank in China issuing credit cards independently

Additional Professional Experiences

Sales Intern: China Telecom Americas New York 02/14-06/14
• Pulled the company list of Chinese Companies located in US and US companies with branches in China to cold call with 20 leads
• Explored the IT database for local target connections with 50 leads
• Maintained the daily administration in New York Office, organized the annual customer events
General Secretary: Columbia University China Student and Scholars Association New York 03/13-03/14
• Edited and distributed weekly newsletter of CUCSSA, managed the main body members of the association
• Maintained public relations with media partners including New York Times, Xinhua News Agency, People's Daily et al
• Organized 4th Annual Columbia China Prospective Conference (CCPC) as conference General Secretary
• Constructed successful conference with more than 10 panels and 50 speakers brought in around 1200 attendees
• Served as the Chair of Media for 3rd Annual CCPC and 2013, 2014 Columbia Chinese New Year Gala

Certification

◇ FRM Level 1 Candidate 11/15
◇ CFA Level 1 Candidate 06/15
◇ SAS Certified Base Programmer for SAS 9 certification 05/14