

Citi
New York, NY

July 3, 2015

Dear Hiring Manager:

My name is Jiaqi Wang. I am writing to apply to the Data Scientist position at Citi.

As a former research analyst, educational consultant, and currently a PhD student comfortable in doing research and interested in data science and marketing/consumer insights, I would like to play a part in leveraging data to solve real world business problems.

In this cover letter, I will briefly introduce you to both my industry experience and also my academic experience that satisfies the job requirements.

In industry, I am currently a Data Scientist intern at Sawyer Studios, an NYC advertising agency specializing in independent films. My responsibility is to build a data-based knowledge structure from scratch, which consists of strategies and the associated data from all the media plans and executions ever recorded. After this database is in place, I will:

- 1) analyze our real-time optimization practices, both optimize-to-the-plan and optimize-to-performance;
- 2) research consumer insights and segmentation;
- 3) support future agency decisions via A/B testing, multivariate testing, most importantly I will build and train (multi-level) regression models for prediction and optimization which aid our daily digital marketing planning and strategizing.

In academia, I've been taking courses in Computational Linguistics and Machine Learning, with the aim to develop a skill set that can be applied to Data Science, Social Computing, and Sentiment Analysis. Specifically, I have experience using Python, together with Pandas, Numpy, Statsmodels, Scipy, Sklearn, etc., to retrieve, clean, validate, and process data. In addition, I have solid knowledge in statistical modeling using regression analysis techniques. Natural Language Processing is also in my skill set. I mostly use NLTK to process and "understand" human languages. As for databases, I have a working knowledge in SQL and proficiency in Excel.

With my diverse experience (demonstrated in my LinkedIn profile - <https://www.linkedin.com/pub/jiaqi-wang/b6/934/728>) in IT, data science, educational consulting, visual design, and research analysis in both the United States and China, I believe I would make a valuable contribution to your company. As a strong believer in the role of data science in business development, I would be honored to be a member of Citi. I look forward to hearing from you soon.

Sincerely,

Jiaqi Wang