

Minghua (Mark) Li

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EDUCATION

NEW YORK UNIVERSITY

Master of Science, IM, Concentrated In Digital Data Analytics, GPA: 3.7

Relevant Courses: Data Analysis Using SAS, Database management, Statistics Analysis & Testing, Web analytics, Digital Strategy, CRM, Ecommerce Solution

New York, NY

December, 2013

SICHUAN INTERNATIONAL STUDIES UNIVESRITY

Bachelor of Science, Statistics & Economics, GPA 4.0

Ranked 1st in class, Summa Cum Laude

Chongqing, China

June, 2009

CORE COMPETENCIES

Strategic Thinking (Strong in Digital industry): Able to influence the strategic direction of the company by identifying opportunities in large, rich data sets and creating and implementing data driven strategies that fuel growth including revenue and profits.

Modeling: Design and implement statistical / predictive models and cutting edge algorithms utilizing diverse sources of data to predict demand, risk and price elasticity. Experience with creating ETL processes to source and link data.

Analytics: Utilize analytical programming languages like R or Python to identify trends and relationships between different pieces of data, draw appropriate conclusions and translate analytical findings into risk management and marketing strategies that drive value.

Communications and Project Management: Capable of turning dry analysis into an exciting story that influences the direction of the business and communicating with diverse teams to take a project from start to finish. Collaborate with product teams to develop and support our internal business intelligence platform and to support ongoing analyses.

TOOLS & SKILLS

- **Data ETL** - MySQL, Microsoft SQL, SAS, Big Table, Google BigQuery, Adobe Data Warehouse, HTML, Hadoop (Hive, Presto) – Amazon EC2, EMR
- **Statistical Analysis** - R programming Language, Python, SPSS, Excel VBA
- **BI & Data Visualization** - Tableau, SharePoint, QlikView, alteryx, ggplot2(R), D3.js
- **Digital Analytics** - Omniture Site Catalyst, Google Universal Analytics, Google AdWords, Hitwise, Optimizely, DART, Double-Click
- **Experienced Modeling techniques** - Artificial neural network (Deep learning), Ensemble Model Design, Time series modeling, Tree-based Methods, Support Vector Machine, Text mining, Association Rule, Clustering, Linear programming, Multivariate analysis, MCMC sampling

EXPERIENCE

Xaxis Programmatic Media – WPP

Business Science Consultant

Present

Function as internal consultant and work closely with various teams across the company to identify and solve business challenges utilizing large structured or semi-structured data in a distributed processing environment. Develop attribution synergy measurement products that help win the contracts with Domino Pizza and Tiffany co. Work with global data scientist teams on developing media inventory optimization tool in Xaxis' own data management platform (DMP) – Turbine.

- Designing and implementing ETL pipeline on data from multiple internal & external sources – Data market place (GroupM SQL), Datamart (GroupM SQL), Agility Work Bench (Xaxis SQL), Zeus DMP (Xaxis), Turbine DMP (Xaxis), DSP API, etc.
- Building and executing inferential & production modeling packages for optimization. Such models include impression view-ability models, channel synergy models, mobile demographic segment models and Xaxis RFP planning model (Prototyping)
- Researching new statistical techniques and testing their applicability and scalability to solve new problems. Contributed to the development of multiple Xaxis/GroupM analytic projects
- Building and managing data clusters on AWS (Amazon Web Service) by using UNIX, HIVE, Presto for different scale of I/O tasks and prototyping terminals preparation
- Creating robust visualization by using tableau, shiny(R), qlikview, or D3.js to illustrate insights unlocked from data mining projects. Helping client transforming business strategy into algorithm strategy and measurement strategy

APMEX Inc

Digital Data Analyst

Owned multiple digital analytics projects – Web Audience profiling (CRM program), Sentiment study (Social media, email survey, website content), and Reach Frequency optimization (email campaigns)

- Worked with IT for installation, implementation, and migration of ecommerce analytic technologies and manage information gathering.
- Built business intelligence network across units to coordinate business operation and budget allocation.
- Analyzed data from multiple digital instances and extracted deep insights to optimize digital marketing.
- Developed statistical models for CRM program and email retargeting.
- Designed and implemented digital A/B, MVT testing on Ecommerce instances and email campaigns.

LIPMAN

Digital Strategist

- Worked with client teams on developing digital analytics strategy for GUESS and Harry Winston
- Developed campaign road-map for business stakeholders regarding KPIs, ROIs, and audience insights
- Developed digital attribution model on 2013 Lululemon campaign data and successfully achieved 24% increase on CV at a fixed budget level

Pulse Advisory

Digital Analyst Intern

- Performed mining on social media campaigns of multiple clients and extracted insights on content creation and keywords
- Analyzed digital traffic flows and user behavior to recommend on channel attribution and website optimization
- Developed ecommerce strategy for clients on information management, cross-shelf selling, check-out funnel optimization, and retargeting.

Sebastien Grey Co.

Marketing Analyst Intern

- Designed A/B test on email campaigns and performed factor analysis on feature selection to optimize campaign quality
- Analyzed sales data by using various statistical methods - Hypothesis Testing, Chi Square, and ANOVA and created weekly reports to share with teams

CERTIFICATES

- **Advanced Machine Learning** - NYC Data Science academy Qualification (2014 Dec)
- **Hadoop Data Engineering** – Hortonworks Qualified Candidate (2015 Mar)
- **Google Analytics Individual Qualification (IQ)**
- **Market Motive® Certified Practitioner (OMCP)** – Digital Analytics 2013

New York, NY

June 2014 -

New York, NY

June 2013-June 2014

New York, NY

February- June 2013

New York, NY

October 2012-February 2013

New York, NY

February-September 2012