

## Contact

[www.linkedin.com/in/graceli01](https://www.linkedin.com/in/graceli01)  
(LinkedIn)

## Top Skills

Strong analytical and quantitative skills

Excellent collaborator in cross-functional, multi-cultural teams

Collaborate problem solver

## Certifications

Google Analytics Individual Qualification

Google Analytics Certification

Marketing Analytics: Presenting Digital Marketing Data

# Grace Li

Business Analytics Professional | Expertise with Statistical Analysis Software | Cross-functional Team Experience | Passion for CPG, Streaming and Entertainment Industry | MSBA @ USC Marshall  
Los Angeles, California, United States

## Summary

Hi! I'm Grace. As a recent graduate with a major in Business Analytics and a concentration in Marketing Strategy and Analytics, I am excited to begin my career in the field. My academic experience has provided me with a strong foundation in quantitative analysis and data-driven decision-making, creating actionable insights for various businesses.

I am particularly interested in the intersection of marketing and data analytics, and I believe that my academic background has prepared me well for a career in this field. If you're looking for a driven and analytical marketer with a passion for data-driven insights, please don't hesitate to reach out. I'm excited to connect with fellow professionals and learn more about the opportunities available in this dynamic field.

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## Experience

### DC Government

Data Analyst, Age-Friendly DC Initiative

May 2023 - Present (6 months)

Washington, District of Columbia, United States

- Built relationships with 10+ liaisons and facilitated 5+ focus groups; assigned numeric value to the emotional tone of the message on transcripts, presenting insights for strategic planning
- Analyzed 1000+ online surveys to identify residents' barriers in friendly aging and created visualizations to convey findings to inform insights for the next 5-year strategic plan
- Accessed the impact of Age-Friendly DC by analyzing 4M+ website streaming data; Explored users flow on the website and designed strategy to grow attention

### Raising A Village Foundation

## Data Management Analyst

January 2023 - May 2023 (5 months)

Washington, District of Columbia, United States

- Developed 5+ reproducible templates in Google Sheets, supporting RAV team to utilize data to monitor investments, service performance, and vision fulfillment
- Analyzed students' attendance and assignment completions to evaluate the success of each RAV program, creating infographics based on the data analysis

## Shenzhen Ziyue Brand Management Co., Ltd.

Retail Sales Associate

June 2021 - August 2021 (3 months)

Shenzhen, Guangdong, China

- Built customer database and profile information; refined marketing material at 4 online and offline IP (Intellectual Property) activities based on profiles, leading to increase in response rate by 80%
- Promoted the unsalable goods through online and offline IP (Intellectual Property) activities to match the potential buyers with a similar cultural identity; attempted to collaborate with influencers to make live-streaming sales and implement IP culture.
- Performed in-depth analysis on the branding of each product; designed marketing strategy to target customers with similar vision and identity, achieving 130% sale enhancement in low-sale products

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## Education

USC Marshall School of Business

Master of Science - MS, Business Analytics · (August 2023 - 2024)

University of Southern California

Master of Science - MS, Business Analytics · (August 2023 - 2024)

The George Washington University

Bachelor of Science - BS, Business Analytics, Marketing Strategy and Analytics Concentration · (2019 - May 2023)