

CHONGXIN (SAMUEL) ZHAO

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SUMMARY

- 3 years of experience in marketing and media data analytics for top brands, including Apple, KFC, and PepsiCo.
- Excellent skills in analyzing and visualizing large-scale data with proficiency in SQL, Python, R, and Tableau.
- Skilled at communicating complex data analysis and business solutions to non-technical people.

SKILLS

- **Analytics:** A/B Testing, Hypothesis Testing, Predictive Analysis, Regression, Clustering, Classification, Survival Analysis
- **Programming:** SQL (MySQL, Advanced Joins, Subqueries, Window Functions, Triggers), Python (Pandas, Numpy, Matplotlib, Seaborn, Plotly, Statsmodels, Sklearn), R (tidyverse, ggplot, glm2, lme4, MCMCpack)
- **Other Tools:** Tableau, Advanced Excel (XLSTAT, Pivot Table/Chart, VLOOKUP), Adobe Analytics, Snowflake, AWS Redshift
- **Certificates:** IBM Data Science, Tableau Desktop Specialist, Hubspot Digital Marketing, Google Analytics, Google Ads

PROFESSIONAL EXPERIENCE

PLAYSTUDIOS - *Capstone Project Marketing Analyst* Jan - Apr 2023

- Led a team to manage a project of 3 game apps' loyalty program models and communicate with cross-functional teams.
- Segmented 2 million+ players (with 45 features) and built player retention models with SQL & Python machine learning.
- Proposed in-app and outside-app marketing strategies for 3 segments to enhance players' engagement based on models.

Be & Cheery, PepsiCo - *Media Strategy Manager* Oct 2021 - Apr 2022

- Led a team to analyze marketing data and optimize media strategy for e-commerce sales and customer acquisition goals.
- Enhanced marketing mix models merging customer, revenue, and media data; increased campaign ROI by 10% on average.
- Built a conversion funnel by analyzing 20 million+ customer and sales data; reduced average cost per new customer by 8%.

Hylink Digital Solutions - *Media Planning Supervisor, Yum China Team* Jan 2021 - Apr 2021

- Led a team to provide marketing campaign consulting for KFC through 1st party data analysis and managing 20+ vendors.
- Developed a budget allocation model and conducted A/B testing for 15+ paid media; saved 10% of client's planned budget.
- Tailored marketing strategies for 10+ segments by analyzing sales and 3rd party data and cut average cost per order by 12%.

OMD, Omnicom Group - *Media Planner, Apple Team* Oct 2018 - Jan 2021

- Planned and analyzed digital campaigns for Apple, including iPhone 11 & 12 launches, and Shot on iPhone campaigns.
- Managed 100+ Chinese paid media data and built quarterly marketing insights reports to support clients' decision-making.
- Analyzed year-long iPhone Trade In campaign (1K+ ad spots daily) with SQL & Adobe Analytics and increased ROI by 20%.

PROJECTS ([SEE PORTFOLIO](#))

Gen-Z Customer Marketing Strategy for SAMSUNG - *Marketing Analytics/Strategy Planning* Oct 2022

- Recommended a blue ocean strategy for SAMSUNG to gain Gen Z customers based on 3 models and qualitative research.
- Led and presented the quantitative analysis of customer segmentation and product positioning using Tableau and Excel.
- Won the 3rd place against 21 MSM and MBA teams in the case competition judged by Fortune 500 executives.

USA Airline Delay Cause Analysis - *Predictive Modeling/Dashboard Deployment* Sep - Oct 2022

- Explored and visualized nationwide flight data from 3 perspectives (time series, delay cause, and geography) with Python.
- Forecasted 30 airlines' delays with time-series models and improved the accuracy by 5% by modifying model parameters.
- Deployed a dashboard with Plotly. Shared insights on choosing better airlines during the 2022 Thanksgiving holiday in class.

EDUCATION

The University of Texas at Austin Jul 2022 - May 2023

Master of Science, Marketing (S.T.E.M.)

GPA: 3.91

- McCombs School of Business Scholarship

- Core course: Statistics, Marketing Analytics, Data Analysis/Visualization, Consumer Insights, Digital Marketing

Dalian University of Foreign Languages

Sep 2014 - Jun 2018

Bachelor of Arts, Teaching Chinese to Speakers of Other Languages

GPA: 3.75