

# CHONGXIN (SAMUEL) ZHAO

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## EDUCATION

**The University of Texas at Austin** Jun 2022 - May 2023

Master of Science, Marketing (STEM)

- Overall GPA: 3.91
- Core course: Marketing Analytics, Data Analysis/Visualization, Statistics, Advanced SQL, Marketing Management, etc.

**Dalian University of Foreign Languages (DUFL)** Sep 2014 - Jun 2018

Bachelor of Arts, Teaching Chinese to Speakers of Other Languages

- Overall GPA: 3.75, Comprehensive Scholarship of DUFL (top 10%, 2015, 2016, 2017)

## PROEJCT EXPERIENCE

**Marketing Capstone Intelligence Capstone of PLAYSTUDIOS** Dec 2022 - Present

- Modelling player behaviors within the PLAYSTUIDOS loyalty platform; wrangling data by SQL and modeling by R
- Designing marketing campaigns to boost retention rate based on the loyalty model and previous campaigns
- Working to coordinate multiple parties, push the project forward, and maintain a successful client relationship

**McCombs Marketing Case Challenge of SAMSUNG** Oct 2022

- Won the 3<sup>rd</sup> place against MSM and MBA teams in case competition judged by Fortune 500 executives
- Recommended a blue ocean strategy for SAMSUNG to gain Gen Z consumers in the U.S. by utilizing marketing models
- Presented quantitative analysis of products, targeted segments, and campaign estimated performance to judges

## PROFESSIONAL EXPERIENCE

**Be & Cheery, PepsiCo** – *Media Strategy Manager, Branding Department*, Hangzhou, China Oct 2021 - Apr 2022

- Led a team to design and optimize integrated media strategies of branding campaigns including Double 11 campaign, Chinese New Year campaign, and ROI increased by 10% on average through data-driven analysis
- Built customer and media performance database, and generated solutions to enhance customer acquisition, retention and activation, using PepsiCo data system and various marketing models, including purchase and conversion funnel
- Established new cooperative business models by liaising with media vendors and media agencies, with end goal to squeeze campaign costs by 25% on average and boost team work efficiency

**Hylink Digital Solutions** – *Media Planning Supervisor, YUM China Team*, Shanghai, China Jan 2021 - Apr 2022

- Planned digital media strategies for KFC, including performance-based advertising, etc, based on both first-hand and 3rd party customer data; supervised execution, monitoring and measurement of campaigns
- Optimized KFC consumer database working with Miaozen Systems, medias and KFC; reduced cost per new customer and cost per order 12% on average through data-driven optimization including A/B test on programmatic ad spots

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

- Planned and implemented iPhone 11 and 12 launch campaigns and other iPhone pillar digital media campaigns
- Wrangled and analyzed customer data to maximize campaign results by collaborating with Apple data science team, media partners and Nielsen; increased CTR by 20% and decreased COS by 30% for iPhone Trade In campaign

## ADDITIONAL INFORMATION

**Programming Languages:** Advanced SQL, R, Python, and basic Swift

**Professional Certificates:** Tableau Desktop Specialist, Google Data Analytics, SQL for Data Science

**Languages:** Native Chinese speaker, fluent in English, basic Japanese

**Interests:** Chinese flute, Guqin (seven-string Chinese musical instrument), Chinese calligraphy, and Tennis

**Work Eligibility:** Eligible to work in the U.S. due to S.T.E.M. certification; will require visa sponsorship for long-term employment