

CHONGXIN (SAMUEL) ZHAO

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PROFESSIONAL EXPERIENCE

Third Ear, Omnicom Group - *Marketing Data Analyst* Jul 2023 - Present

- Led and implemented digital marketing data analysis for 5+ clients using statistical/machine learning models (A/B testing, regression analysis, marketing mix model, and predictive model) with Python; lifted conversion rate and revenues by 15%.
- Developed PostgreSQL database and data pipelines across 10+ data sources and automated 10+ reports using SQL&Python.
- Visualized data with Tableau/Excel and reported actionable insights to cross-functional teams to improve business strategy.
- Built measurement framework and managed 30+ KPIs to monitor business objectives and inform clients' decision making.
- Created and updated SOP for data tracking, reporting, and analysis across various teams to increase operation efficiency.

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](#))

PLAYSTUDIOS Capstone Project - *Machine Learning/Data Modeling/Market Strategy Planning* 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.

EDUCATION

The University of Texas at Austin Jul 2022 - May 2023

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

GPA: 3.87

- McCombs School of Business Scholarship
- Core course: Statistics, Marketing Analytics, Market Data/Demand Modeling, Data Analysis/Visualization

Dalian University of Foreign Languages Sep 2014 - Jun 2018

Bachelor of Arts, Teaching Chinese to Speakers of Other Languages

GPA: 3.75

SKILLS

- **Analytics:** A/B Testing, Hypothesis Testing, Predictive Analysis, Regression, Clustering, Classification, Survival Analysis
- **Programming:** Python (Pandas, Numpy, Matplotlib, Seaborn, Plotly, Statsmodels, Sklearn), Advanced SQL, R, Java
- **Data Management:** PostgreSQL, Datorama, Snowflake, AWS Redshift, Advanced Excel
- **Professional Certificates:** IBM Data Science, Google Data Analytics, Tableau Desktop Specialist