CHONGXIN (SAMUEL) ZHAO

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EDUCATION

The University of Texas at Austin   Jul 2022 - May 2023
Master of Science, Marketing (STEM)   GPA: 3.91
- McCombs School of Business Scholarship
- Core course: Marketing Analytics, Data Analysis/Visualization, Statistics, 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

SKILLS

- **Analytics:** Predictive Analysis (Linear Regression, Logistic Regression, Time Series Forecasting), Clustering, Classification
- **Python (1+ years):** Pandas, Numpy, Matplotlib, Seaborn, Plotly, Statsmodels, Sklearn
- **SQL (1+ years):** Advanced Joins, Subqueries, Window Functions, MySQL, Snowflake
- **Others:** Microsoft Excel (3+ years), R (1+ years), Tableau (1+ years), Omniture(1+ years)
- **Certificates:** IBM Data Science, Tableau Desktop Specialist, Hotspot Digital Marketing, Google Analytics, Google Ads

PROJECTS (PORTFOLIO: https://doravado.github.io/samuel_portfolio/)

Marketing Intelligence Capstone of PLAYSTUDIOS   Jan 2023 - Present
- Led a team of 4 to drive project progress, monitor outcomes, and communicate with clients and other parties.
- Cleaned 2 million+ player data (45 columns) and segmented players using machine learning with SQL and Python.
- Built a player retention model based on early behaviors and designed marketing campaigns to increase player loyalty.

McCombs Marketing Case Challenge of SAMSUNG   Oct 2022
- Won the 3rd place against 21 MSM and MBA teams in the case competition judged by Fortune 500 executives.
- 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.

USA Airline Delay Cause Analysis   Sep - Oct 2022
- Cleaned the raw data and visualized the data from 3 perspectives (time series, delay cause, and geography) with Python.
- Forecasted 30 airlines' delays with time-series models and increased 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.

WORK EXPERIENCE

Be & Cheery, PepsiCo, Hangzhou, China
Media Strategy Manager, Branding Department   Oct 2021 - Apr 2022
- Led a team of 4 to design and execute brand media strategies (paid media, brand collaboration, and media sponsorship).
- Collaborated with 25+ media vendors and e-commerce departments and squeezed media spending by 25% on average.
- Increased campaign ROI by 10% on average and enhanced customer acquisition by media performance analysis.

Hylink Digital Solutions, Shanghai, China
Media Planning Supervisor, YUM China Team   Jan 2021 - Apr 2021
- Led a team of 3 to plan and implement digital media campaigns for KFC (social media, display, programmatic, and RTB).
- Saved 10% of client budget by negotiating with 15+ media vendors. Obtained an extra order worth $1M for the company.
- Reduced cost per new customer and cost per order by 12% on average through A/B testing on programmatic ads.

OMD, Omnicom Group, Shanghai, China
Media Planner, Apple Team   Oct 2018 - Jan 2021
- Planned and implemented media campaigns for Apple, including iPhone 11, 12 launches, and Shot on iPhone campaigns.
- Communicated with 10+ media, Nielsen, and creative agencies daily to monitor and improve campaign performance.
- Enhanced iPhone Trade In campaign CTR by 20% and decreased COS by 30% through data-driven media optimization.