JINGJING LIN

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SKILLSET

Programming	**Python**, **R** (dplyr, glmnet), **SQL**, VBA(Excel - Macro), JAVA, HTML, CSS, C
Machine Learning	Regression, Bayesian, Ensemble, Decision Tree, Clustering, Deep Learning (CNN, RNN), NLP
Visualization	Tableau, Plotly, Matplotlib, ggplot2 and R-markdown
Database	MySQL (JDBC), SQL Server, Access and Oracle
Cloud Computing	AWS (EMR, S3, Hadoop, MapReduce, Spark); Google Cloud (BigQuery, storage buckets)

EDUCATION

Georgetown University – Master of Science, Data Science and Analytics 2018 – May 2020
University of Manchester, UK – Master of Science, Management and Information Systems 2015 – 2016
Tianjin Polytechnic University, China – Bachelor of Engineering, Software Engineering 2011 – 2015
Tianjin Polytechnic University, China – Bachelor of Economics, Finance 2011 – 2015

EXPERIENCE

The Center for Security and Emerging Technology, Georgetown University Washington, D.C.
Data Science Research Assistant (Part-Time) Sep – Dec 2019

- Performing exploratory data analysis (EDA) on academic publication datasets to characterize tech fields in Artificial Intelligence through BigQuery, storage buckets, and virtual machines in Google Cloud Console
- Conducting textual analysis, including converting bags-of-words, vectorizing tf-idf and running text similarity algorithms, to increase matching rates across academic publication databases

Dollar Shave Club Inc. Los Angeles, CA
Marketing Technology Intern Jun – Aug 2019

- Developed an Urchin Tracking Module (UTM) parameters generator tool independently to manage Ads campaign information using VBA and SQL; designed a plan for long term maintenance and operations across the company
- Implemented marketing integrations in tag management systems from Google Analytics to Adobe Analytics
- Created a business proposal for 'DSC x Military' to build connections with military communities

Wall Street Tequila Consulting Inc. Shanghai, CN
Research Analyst (Full-Time) Sep 2017 – Apr 2018

- Investigated the trend on target firms' recruitment plans and strategies to generate guides and periodical reports
- Created writing materials by restructuring resources to support marketing team (yielded 50% growth in average view count of 15 articles on WeChat platform) and consulting team (developing speech drafts and slides)

ChinaSoft International Co., Ltd. Tianjin, CN
Software Development Engineer Co-op Summers, 2012 – 2015

- Designed and built UI, database and prototype for 4 kinds of systems: Management; Retail; Social; Hybrid, with Java, HTML, CSS and MySQL (JDBC) for 3 consecutive summers
  - System [1] 'Dieting Assistant' Fitness System (Feb – May 2015); [2] Veterinary center management system (Jun – July 2014); [3] Online shopping website (Jun – July 2013); [4] Static social website (Jun – July 2012)
- Documented feasibility analysis reports and project development plans; delivered final presentations

PROJECTS

Massive Data: Top Comment Identification in Reddit Apr – May 2019

- Accessed large datasets of Reddit comments(~500GB) in JSON and preprocessed data using PySpark in EMR
- Performed EDA with Spark SQL; created features in numeric (text-length) and categorized (e.g. score) variables
- Built "pinned" comment identifier by applying new features to logistic regression through machine learning pipeline

NLP: IMDB Rating Prediction by Modeling Movie Scripts Mar – Apr 2019

- Collected ~1300 film scripts from 22 genres and their IMDB ratings, preprocessed datasets with NLTK and Scipy
- Calculated and vectorized features, such as tf-idf and the mean number of words per sentence, using Scikit-learn
- Trained linear regression and Random Forests models with different feature combinations; compared the two models using Pearson's r and demonstrated the performance of Random Forests reaching an accuracy of ~85%

Data Analytics: Where Should You Live for Your Health Sep – Dec 2018

- Acquired datasets through API and performed data wrangling (~20k rows) to classify water quality data with SciPy
- Implemented clustering (e.g. k-means) and association rule mining analysis, visualized them by Tableau and Plotly
- Applied hypothesis testing on cancer rates by using linear regression and classifiers e.g. KNN, Naïve Bayes, SVM