

JINGJING LIN (She/Her)

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EXPERIENCE

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|-------------------|---|-----------------|
| 04/2022 – Present | FREDDIE MAC <i>Financial Services</i> Data Analyst, Financial Engineering (contractor) | McLean, VA |
| | <ul style="list-style-type: none">Led a multi-source report automation project using SQL and Python. Performed data analysis, developed data cleaning and processing scripts, and designed output layouts, achieving a 70% boost in operational efficiency.Developed <i>Python</i> scripts to pinpoint efficiency headroom in prod engine execution by tracing error sources and analyzing runtime statistics, visualized summaries and findings reportedly at VP level meetings monthly.Reduced execution error rates by 20% by designing and building a <i>Python-based</i> data integrity validation tool, identifying unqualified inputs across scenarios and offering corrective guidance to financial analysts.Set and oversaw 50+ daily workflows for risk-hedging data pipelines; ensured seamless processes by liaising with traders and financial engineers to troubleshoot incidents, address discrepancies and create reconciliations.Handled ~50 weekly production-related ad-hoc requests; strategically followed up on issues to minimize recurrence and created an incident playbook for sustained resolution guidance.Crafted weekly production execution schedules aligned with division-level business goals, analyzing engine capacity and optimizing resource allocation to enhance system efficiency and adherence to deadlines.Served as the configuration manager, conducting system-level analysis and managing 58 types of system configurations (e.g. input setups) for a forecasting application used by 10 teams across 7 environments.Collaborated with developers and PMs to prioritize feature initiatives using operational historical data, tested production-ready solutions for application's robustness, and ensured alignment with established criteria. | |
| 06/2021 – 04/2022 | WHITAKER BROTHERS BUSINESS MACHINES <i>Business Supplies & Equipment</i> Marketing Data Analyst | Rockville, MD |
| | <ul style="list-style-type: none">Led market and pricing analysis of the E-commerce sector with Google Analytics, tracking paid social media performance and providing analytical breakdowns of pricing structures and sales funnels for 2000+ products.Implemented dynamic tiered pricing strategies on Shopify platforms, yielding a 52% growth in orders, 49% revenue uplift, and a 280% spike in session conversion rates.Automated competitors' pricing analysis and established a pricing adjustment model to regularly oversee and deliver pricing decisions using Python, reducing operation time by 90%.Generated periodic in-depth analysis reports using Tableau and Power BI to monitor product sales dynamically, identifying headroom and adjusting inventory and promotion strategies. | |
| 06/2019 – 08/2019 | UNILEVER - DOLLAR SHAVE CLUB <i>Retail & Consumer Goods</i> Marketing Technology Analyst Intern | Los Angeles, CA |
| | <ul style="list-style-type: none">Sole analyst responsible for analyzing and optimizing existing manual-operated 20+ spreadsheets with 200+ tags of Urchin Tracking Module (UTM) management information.Developed a tag generator and redesigned the dashboard using macros, pivots and SQL, decreasing parameters setting time for Marketing team by 90% and implementation time for Data System team by 33%.Independently delivered a macro-based Excel UTM solution to ~20 senior colleagues; the long-term operation strategy continued to be developed by the engineering team.Composed and pitched a business proposal outlining launch plans for breaking into the military market, which was subsequently adopted by the company. | |

EDUCATION

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| 2018 – 2020 | GEORGETOWN UNIVERSITY | Washington D.C. |
| | <ul style="list-style-type: none">Master of Science: Data Science and Analytics | |
| 2015 – 2016 | UNIVERSITY OF MANCHESTER | Manchester, UK |
| | <ul style="list-style-type: none">Master of Science: Management and Information Systems | |
| 2011 – 2015 | TIANJIN POLYTECHNIC UNIVERSITY | Tianjin, China |
| | <ul style="list-style-type: none">Bachelor of Engineering: Software Engineering | <ul style="list-style-type: none">Minor: Finance |

SKILLSET

Programming: *Python, R, SQL*, VBA([Demo](#)), AWS | Visualization: *Tableau*, ggplot2, Matplotlib, Power BI, Google Analytics
Machine learning: Regression, Clustering, Classification, Neural networks, Natural Language Processing, Dimension Reduction
Statistics: Probability, Distribution, Sampling, Inference, Hypothesis Testing, Bayes Theorem, Correlation