JINGJING LIN (She/Her)

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SKILLSET

Programming: **Python, R, SQL**, NoSQL, VBA(Demo)	Tools: **Tableau**, Power BI, Google Analytics, AWS, GCP (BigQuery)
Statistics: Probability, Distribution, Hypothesis Testing	Machine learning: Regression, Clustering, Classification, NLP

EXPERIENCE

04/2022 – Present **FREDDIE MAC** | *Financial Services*   McLean, VA
Data Analyst, Financial Engineering (contractor)
- Led a cross-functional project with traders and engineers to automate multi-source report generation, achieving a 70% boost in operational efficiency; delivered the end-to-end solution by developing core scripts for data processing, analysis and reporting in *Python* and *SQL*, culminating in their integration into the production system.
- Enhanced production-level application efficiency by identifying and visualizing core issues to mitigate error rates and improve operational performance metrics, through the creation of runtime statistics reports in *Python*.
- Reduced functional execution errors by 20% by developing a *Python* tool for data integrity validation, which identifies unqualified inputs across scenarios and provides corrective guidance to financial analysts.
- Managed 50+ daily workflows for a risk-hedging platform, ensuring seamless scheduling and execution of batch jobs for financial forecasting models, and upholding quality of run outcomes by troubleshooting data discrepancies.
- Swiftly facilitated diverse real-time production activities and incidents, bridging the gap between financial analysts and engineers; strategically minimized issue recurrence by creating a troubleshooting guide for sustained resolution.
- Led Agile team as Scrum Master to align with project increments established by senior management; oversaw 58 system configurations for a forecasting app used by 10 teams in 7 environments as Configuration Manager.
- Collaborated with developers and project managers to prioritize feature initiatives based on operational historical data; performed User Acceptance Testing on production-ready solutions to meet established standards.

06/2021 – 04/2022 **WHITAKER BROTHERS BUSINESS MACHINES** | *Business Supplies & Equipment*   Rockville, MD
Marketing Data Analyst
- Led market and pricing analysis in the E-commerce sector with Google Analytics, tracking paid social media ad performance and providing analytical breakdowns of pricing structures and sales funnels for 2000+ products.
- Implemented dynamic tiered pricing strategies on Shopify, yielding a 52% increase in orders, a 49% uplift in revenue, and a 280% rise 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 with *Tableau* and *Power BI* to dynamically monitor product sales trends, identifying opportunities for inventory and promotional strategy optimization.

06/2019 – 08/2019 **UNILEVER - DOLLAR SHAVE CLUB** | *Retail & Consumer Goods*   Los Angeles, CA
Marketing Technology Analyst Intern
- Designed and built a macro-based Urchin Tracking Module (UTM) tag generator with a dashboard interface, after conducting an in-depth analysis and optimizing the structure of over 200 UTM tags across 20+ spreadsheets.
- Delivered the entire UTM solution in 8 weeks, significantly reducing Marketing team's parameter setting time by 90% and Data Systems team's implementation efforts by 33%, later adopted into the company's marketing toolkit.
- Composed and pitched a business proposal for entering the military market, including marketing strategies for B2B and B2C models and a detailed product launch roadmap, subsequently adopted by the company.

09/2017 – 04/2018 **WST CONSULTING** (Startup) | *Education Consulting*   Shanghai, China
Marketing Research Analyst
- Generated biweekly reports on target firms' recruitment, financial and development strategies, and crafted 4 chapters of a recruitment guidebook focusing on industrial research across global markets.
- Led resource management efforts to create and restructure marketing materials, resulting in a 50% increase in average views – from 3,000 to 4,500 – for over 15 articles on the WeChat platform.

EDUCATION

2018 – 2020	**GEORGETOWN UNIVERSITY**	Washington D.C.
	- Master of Science: Data Science and Analytics	
2015 – 2016	**UNIVERSITY OF MANCHESTER**	Manchester, UK
	- Master of Science: Management and Information Systems	
2011 – 2015	**TIANJIN POLYTECHNIC UNIVERSITY**	Tianjin, China
	- Bachelor of Engineering: Software Engineering - Minor: Finance	

*Data Science and Machine Learning projects accessible on **GitHub***