

JINGJING LIN (She/Her)

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EDUCATION	GEORGETOWN UNIVERSITY	Washington D.C.
2018 – 2020	<ul style="list-style-type: none">Master of Science: Data Science and Analytics, GPA 3.5/4.0Peer lead mentor, advised mentors and ~70 graduate students	
2015 – 2016	UNIVERSITY OF MANCHESTER	Manchester, UK
	<ul style="list-style-type: none">Master of Science: Management and Information Systems, GPA 3.3/4.0	
2011 – 2015	TIANJIN POLYTECHNIC UNIVERSITY	Tianjin, China
	<ul style="list-style-type: none">Bachelor of Engineering: Software Engineering, GPA 85/100 Minor: Finance, GPA 88/100Presidential first-class (top 3%), second-class (top 5%) Scholarships; Outstanding Graduate (top 2%)	
SKILLSET	<p>Programming: Python, R (dplyr, glmnet), SQL, VBA – Demo, Java (JDBC), HTML, CSS, Shell</p> <p>Machine Learning: Regression (Linear/Logistic, Lasso), Clustering (K-Means, Hierarchical), Classification (Boosting, SVM), Deep Learning (CNN, RNN), Natural Language Processing, Dimension Reduction (PCA)</p> <p>Statistics: Probability, Distribution, Sampling, Hypothesis Testing, Bayes Theorem, Correlation, A/B testing</p> <p>Cloud Computing: AWS (EMR, S3, Hadoop, MapReduce, Git); Google Cloud (BigQuery, storage buckets)</p> <p>Visualization & Tools: Tableau, Power BI, ggplot2; MySQL, Jupyter, Google Analytics (certificated)</p>	
EXPERIENCE	WHITAKER BROTHERS BUSINESS MACHINES <i>Retail & Consumer Goods</i>	Rockville, MD
06/2021 – Present	Marketing Data Analyst <ul style="list-style-type: none">Led market and pricing analysis; tracked key improvement metrics and provided analytical breakdowns of pricing structures and sales funnel of 2000+ productsDesigned and implemented dynamic tiered pricing strategies across multiple platforms, increasing the number of orders by 52%, total revenue by 49%, and session conversion rate by 280%Developed automated competitor pricing analysis processes and a pricing adjustment model to monitor, deliver and update pricing decisions regularly on Shopify using Python, decreasing operation time by 90%Created periodical in-depth analysis reports of sales, market trends and products prediction using Tableau and Power BI to provide recommendations for pricing and marketing campaign strategiesSolved database inconsistency among vendor, legacy and current data by unifying main variables	
08/2020 – 06/2021	GEORGETOWN UNIVERSITY GRADUATE SCHOOL <i>Higher Education</i>	Washington D.C.
	Data Science Research Assistant <ul style="list-style-type: none">Tracked 100+ vaccines development progresses from scientific reports, merged all data using NLTKBuilt a map-based Tableau dashboard to quantify and visualize textual processes of geological informationGenerated weekly reports and cleaned datasets, embedded results in the website using HTML and CSS	
09/2019 – 12/2019	GU CENTER FOR SECURITY & EMERGING TECHNOLOGY <i>Higher Education</i>	Washington D.C.
	Data Science Research Assistant <ul style="list-style-type: none">Accessed data from 3 AI publication databases (130+ million rows of 14+ GB) using BigQuery in GCPMerged 2 databases by DOIs and metadata (keywords), built a dictionary from metadata by bag-of-wordsMatched the top 50 articles between database A and B using TF-IDF distance and the year of publication, created the distribution of the longest substring sizes in each matchRaised matching rates to ~20% in articles without DOIs by running text similarity algorithms by the highest similarity score, based on a threshold (95%) from the scores distribution in matched articles with DOIs	
06/2019 – 08/2019	UNILEVER - DOLLAR SHAVE CLUB <i>Retail & Consumer Goods</i>	Los Angeles, CA
	Marketing Technology Analyst Intern <ul style="list-style-type: none">Sole analyst responsible for analyzing and optimizing current manual-operated 20+ spreadsheets with 200+ tags of Urchin Tracking Module (UTM) management informationReduced parameters setting time by 90% for marketing team, and implementation time by 33% for data systems team by developing a tags generator and re-designing the dashboard using macros, pivots and SQLDelivered a UTM solution to teams of ~20 colleagues independently, designed a long-term operation planComposed and pitched a business proposal for breaking into the military market with launch plans	
09/2017 – 04/2018	WST CONSULTING (Startup) <i>Education Consulting</i>	Shanghai, China
	Research Analyst <ul style="list-style-type: none">Gathered info on target firms' finance and development strategy to generate biweekly reports; wrote 4 chapters of a guidebook on recruitment programs of finance, consulting and tech fields across global marketsLed resource management efforts to create and restructure marketing materials that yielded 50% increase – from 3000 to 4500, in average view count of over 15 supported articles on WeChat platformSupervised an intern and 2 junior colleagues on document research methods and writing materials revision	
PROJECT	DATA SCIENCE: Where should you live for your health (Demo, Code) <ul style="list-style-type: none">Acquired ~20k rows of data via API after scoping the project and translating it into an analytical problemAssessed data by performing data cleaning and normalization by pandas, posed hypotheses from evaluationsArchitected multiple ML models of clustering, association rule mining and regression on air and water quality to validate hypotheses, investigated the cancer trend from results in Tableau and network analysis <p><i>More projects accessible on GitHub</i></p>	