

JINGJING LIN (She/Her)

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EDUCATION

Georgetown University	08/2018 – 05/2020
▪ Master of Science: Data Science and Analytics, GPA 3.5/4.0	Washington D.C.
▪ Peer lead mentor, advised mentors and ~70 graduate students	
University Of Manchester	09/2015 – 12/2016
▪ Master of Science: Management and Information Systems, GPA 3.3/4.0	Manchester, UK
Tianjin Polytechnic University	09/2011 – 06/2015
▪ Bachelor of Engineering: Software Engineering, GPA 85/100 Minor: Finance, GPA 88/100	Tianjin, China
▪ 2014 Presidential First-Class (top 3%), 2013 Second-Class (top 5%) Scholarship; Outstanding Graduate (top 2%)	

SKILLSET

Programming: Python (Scikit-learn, pandas), R (dplyr, glmnet), SQL, VBA – [Demo](#), Java (JDBC), HTML, CSS, Shell
Machine Learning: Regression (Linear/Logistic, Lasso), Clustering (K-Means, Hierarchical), Classification (Boosting, Random Forest, SVM), Deep Learning (CNN, RNN), Natural Language Processing (NLP), Dimension Reduction (PCA)
Statistics: Probability, Distribution, Sampling, Hypothesis Testing, Bayes Theorem, Correlation, A/B testing
Cloud Computing: AWS (EMR, S3, Hadoop, MapReduce, Spark, Git); Google Cloud (BigQuery, storage buckets)
Visualization & Tools: Tableau, Plotly, Matplotlib and ggplot2; MySQL, Jupyter, Google Analytics (Certificated)

EXPERIENCE

Whitaker Brothers Business Machines <i>Retail & Consumer Goods</i>	06/2021 – Present
<i>Marketing Data Analyst</i>	Bethesda, MD
<ul style="list-style-type: none">Provided analytical breakdowns of pricing structures and sales funnel of 2000+ products; designed and implemented a dynamic tiered pricing strategy, increasing transactions by 69%, revenue by 68% and conversion rate by 198%Developed automated competitors' pricing analysis processes and a pricing adjustment model to monitor, deliver and update pricing decisions regularly through Shopify using Python, decreasing operation time by 90%Created periodical in-depth analysis reports of sales, market trends and products prediction via Tableau and PowerBISolved database inconsistency among vendors', legacy and current data by matching and unifying main variables	
Georgetown University Graduate School <i>Higher Education</i>	08/2020 – 06/2021
<i>Data Science Research Assistant</i>	Washington D.C.
<ul style="list-style-type: none">Tracked 100+ vaccines development progresses from scientific reports, merged all data using pandas and NLTKBuilt a map-based Tableau dashboard to quantify and visualize textual processes with geological informationGenerated weekly reports and cleaned datasets, embedded results in the website using HTML and CSS	
Center for Security & Emerging Technology, Georgetown University <i>Higher Education</i>	09/2019 – 12/2019
<i>Data Science Research Assistant</i>	Washington D.C.
<ul style="list-style-type: none">Accessed data from 3 AI publication databases (130+ million rows of 14+ GB) using BigQuery in GCPMerged database A, B by DOIs and metadata (e.g., 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 matchIncreased matching rates to ~20% in articles without DOIs by running text similarity algorithms using the highest similarity score, based on the threshold (95%) from the scores distribution in matched articles with DOIs	
Unilever - Dollar Shave Club <i>Retail & Consumer Goods</i>	06/2019 – 08/2019
<i>Marketing Technology Analyst Intern</i>	Los Angeles, CA
<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 implementing time by 33% for data systems team by developing an automated tags generator and re-designing the dashboard using macros, pivots and SQLDelivered a new UTM solution to teams of ~20 colleagues independently, designed a long-term operation planPitched the 'DSC x Military' business proposal for breaking into the military market with marketing and launch plans	
WST Consulting (Startup) <i>Education</i>	09/2017 – 04/2018
<i>Research Analyst</i>	Shanghai, China
<ul style="list-style-type: none">Gathered info on target firms' finance and development strategy to generate biweekly reports, wrote 4 chapters of the guidebook on recruitment programs of finance, consulting, data 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 (More projects accessible on [GitHub](#))

Data Science: Where Should You Live for Your Health (Demo , Code)
<ul style="list-style-type: none">Acquired ~20k rows of data through API after scoping the project and translating it into an analytical problemAssessed data by performing data wrangling and normalization with pandas, posed hypotheses from the evaluationArchitected multiple ML models of clustering, association rule mining and regression on factors (air and water quality) to validate hypotheses, investigated the cancer trend based on results in Tableau and network analysis