

JASON WU

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MARKETING DATA SCIENTIST & ANALYST | PREDICTIVE MODELING & MACHINE LEARNING

Applying predictive modeling techniques to derive strategic data insights that identify and address business challenges, enhance decision-making processes, and facilitate the building of applications that secure a competitive edge

CORE SKILLS

Data Science | Teamwork Facilitation | Data Analysis & Data Mining | Agile Project Management
Analytical & Quantitative Problem Solving | Recommender Systems | Business Intelligence (BI) Solutions | Data Visualization
Experimental Design (DoE) | Machine Learning Models | Statistics & Statistical Inference | Research & Hypothesis
Public Speaking & Presentation | Data Warehouse (ETL Processes) | Continuous Improvement | Practical Decision-Making
Statistical Analysis & AI Learning | Automation Technology Implementation | Cloud Computing

PROGRAMMING & DATA MANAGEMENT:	Python, R, SQL, PL/SQL, Database
MACHINE LEARNING & DATA MINING:	Clustering, Decision Tree, Random Forest, Regression, Classification, Natural Language Processing, Pattern Recognition, Anomaly Detection, Time Series Analysis
DATA VISUALIZATION & ANALYSIS:	Tableau, ggplot, matplotlib, ggmap, plotly, Seaborn, Pandas, NumPy, Scikit-Learn, Google Data Studio, Google Analytics
BIG DATA & CLOUD SERVICES:	AWS, Hadoop, Cloud Computing

PROFESSIONAL EXPERIENCE

MARKETING DATA SCIENTIST | DataCo LLC

August 2018 to Present

- Implemented **target marketing** and **customer segmentation** technique to **increase** sales by **358%**
- Built **machine learning** based automated lead scoring system to **increase** lead conversion by **103.5%**
- Built and designed **BI (Business intelligence) dashboard** for real time **KPIs tracking** and **Weakness Capturing**
- Applied **statistical & hypothesis testing** and **marketing penetration** research to detect **product promotion opportunity**
- Used **marketing analysis technique** including but not limited to **Customer lifetime value, cohort, retention, and churn analysis** to identify **upsell and cross-sell opportunity**.
- A/B tested** marketing campaign strategies to **optimize** results
- Automated** data processing (ETL or ELT), reporting, and marketing decision making process

SURVEY ASSISTANT | NORC at the University of Chicago

June 2017 to November 2017

- Earned recognition** from the manager and a **positive performance review** for producing high-quality work while managing the largest number of cases, between 30 to 40 per week, and effectively outperforming colleagues.
- Provided strategic data collection support** for a National Science Foundation-sponsored project.
- Increased international survey response rates by **20%** and achieved data collection and cleaning for **87%** of cases
- Applied **balanced interpersonal, technical, and communication skills** to persuade respondents to participate in the survey while ensuring the protection of each respondent's personal information.

EDUCATION AND CERTIFICATIONS

DePaul University, Chicago, IL (2018), **Master of Science (MS)**, *Predictive Analytics (Data Science)*, **GPA: 3.98**

Tamkang University, New Taipei, Taiwan (2013), **Bachelor of Business Administration (BBA)**, *International Business*, **GPA: 3.58**

Google (2020) | Google Analytics Individual Qualification (Cert), License #60509313 | Google Tag Manager (Cert)

DataCamp (2018) | Data Analyst in Python (Cert), License #40512 | Python Programmer (Cert), License #40513