

JINGJING LIANG

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[Portfolio website](#)

EDUCATION

UNIVERSITY OF NOTRE DAME

Master of Science in Business Analytics
3.9/Merit-based fellowship

Notre Dame, IN
August 2022 - Now

SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS

Bachelor of Degree, Economics & Management
3.8/First-class scholarship

Chengdu, China
July 2022

SKILLS

Programming Skills: SQL, Python(Numpy, sklearn, pandas), R(ggplot2,dplyr)

Software & Platforms: Excel, Tableau, PowerBI, Google Analytics, Adobe Analytics, AWS, Jira

Statistics Analysis: Hypothesis testing, A/B Testing, Time Series

Machine Learning: Logistic Regression, Decision Tree, Random Tree, XGBoosting, Neural Networks

PROFESSIONAL EXPERIENCE

LUMENXL

Amsterdam, Netherlands

Marketing Analyst Intern

September 2021- January 2022

- Analyzed website traffic using Google Analytics, executed Email campaigns with bundle promotion, increased sales during Black Friday by 30%.
- Integrated data from Google Analytics and Shopify, automated sales dashboards to track key metrics, presented analytical report to executives weekly

GROUPEM

Shanghai, China

Data & Analytics Intern

June 2021- September 2021

- Created and maintained ads performance reports and dashboards with Power BI and SaaS tools to support business operations and decision-making
- Collected 10,000+ omni-channel marketing data to segment consumers and measure channel effectiveness; tracked and analyzed Real Time Bidding data to optimize bidding strategies, achieving a conversion rate of 25%

IPSOS Group

Guangzhou, China

Analytics Intern

March 2021- June 2021

- Led desk research to understand client demand, developed scraping queries, used SQL to extract and organize data
- Used Natural Language Processing to process customer feedbacks; initiated innovative metrics such as Net Sentiment Rate to measure brand performance
- Worked with clients to document reporting requirements; created interactive reports using Excel and Tableau.

PROJECT EXPERIENCE

Budget Optimization and Prediction

Notre Dame, IN

- Built K-medoids model to segment website users, analyze cluster characteristics and select targets for Ad-campaigns.
- Developed reinforcement algorithm to track CTR performance and adjusted budget allocation, improved ads efficiency by 16%
- Organized customer and Ads features data to analyze feature importance using XGboost and Neural Networks models, generated actionable insights to adjust Campaign plans that create 20% lift.

LEADERSHIP & SERVICE

Erasmus Student Network Amsterdam

Amsterdam, Netherlands

Ambassador

September 2021 - January 2022

- Developed training in intercultural awareness, presentation and negotiation skills, deep democracy, and mindfulness; executed tactical plans for holding 4 intercultural conferences.
- Created inspiring perspectives to improve process of the program and supported integration between Dutch and international students