

JINGJING LIANG

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EDUCATION

UNIVERSITY OF NOTRE DAME

Master of Science in Business Analytics
3.9/Magna Cum Laude

Notre Dame, IN
May 2023

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 (VLOOKUP, Pivot Table), Google Analytics, Google Ads, Lookerstudio, Tableau

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

PROFESSIONAL EXPERIENCE

Marmon Holdings, Inc.

Marketing Analyst

Milwaukee, WI
June 2023 - Now

- Managed a \$700K annual marketing budget, driving 15% increase in website conversions and 25% boost in E-commerce revenue by implementing A/B testing and machine learning models to optimize spend
- Leveraged Python and Google Cloud Platform to analyze transactional data. Identified market opportunities and formulated targeted business strategies to support direct fulfillment
- Managed data pipelines and automated dashboards in LookerStudio that improved reporting efficiency by 50%. Enhanced tracking by implementing tags and CRM integration
- Organized analytical reports and presented monthly reviews to senior management. Hosted monthly Digital Share & Learn sessions to promote best practices across teams

GROUPEM

Data & Analytics Intern

Shanghai, China
June 2021- September 2021

- Clustered healthcare consumers using 10K+ behavioral data and measured channel effectiveness through Media Mix Modeling. Executed targeted campaign strategies which achieved a conversion rate of 3%
- Proficient in collecting, cleaning, and modeling large datasets. Ensured data consistency across 4+ platforms
- Presented quarterly business reviews, offering clients insights into account optimizations, digital landscape trends, and strategic recommendations

IPSOS Group

Analytics Intern

Guangzhou, China
March 2021- June 2021

- Formulated competitive mapping, brand perception and Customer-Lifetime-Value analysis for 5 food brands
- Leveraged Natural Language Processing to evaluate clients' brand images on social media, developed analytical models to understand consumer mindsets, pain points, and sources of influence
- Developed complex SQL queries to analyze over 100K+ keyword traffic data points, uncovering key consumer trends in snack flavor preferences to drive strategic product R&D innovations and Go-to-Market strategies

PROJECT

WeWork Renting Rate with Machine Learning Models

- Cleaned 50K+ WeWork's workspace features with Python. Performed feature engineering and sentiment analysis to identify variables affecting the renting rate
- Developed and fine-tuned logistic regression, decision tree, and random forest models to assess the impact of various features on user conversion rates. Leveraged quantitative findings to refine business strategies