JINGJING LIANG

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EDUCATION

UNIVERSITY OF NOTRE DAME   Notre Dame, IN
Master of Science in Business Analytics   May 2023
3.9/Magna Cum Laude

SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS   Chengdu, China
Bachelor of Degree, Economics & Management   July 2022
3.8/First-class scholarship

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, Marketing Mix Model

PROFESSIONAL EXPERIENCE

Marmon Holdings, Inc.   Milwaukee, WI
Digital Marketing Analyst   June 2023 - Now
● Managed an annual digital marketing spend of $700K, increased 15% in website conversions and 25% in E-commerce revenue through optimizing campaign strategies and website restructure
● Developed a strong understanding of Marketing Analytics, Search Engine Optimization, Paid Ads and Demand Generation, utilizing tools such as Google Ads, Google Analytics, and MailChimp.
● Established automated dashboards in LookerStudio that improved reporting efficiency by 50% and facilitated cross-departmental communication. Enhanced tracking by implementing UTM codes and integrating the CRM system.
● Organized agency reports and presented monthly reviews to senior management. Hosted monthly Digital Share & Learn sessions, fostering knowledge-sharing among digital marketers across the company.

GROUPM   Shanghai, China
Data & Analytics Intern   June 2021- September 2021
● Proficient in all aspects of planning, executing, and reporting on programmatic campaigns
● Segmented healthcare consumers using 10K+ behavioral data and measured channel effectiveness though Media Mix Modeling; executed targeted campaign strategies which achieved a conversion rate of 27%
● Assisted in presenting quarterly business reviews, offering clients insights into account optimizations, digital landscape trends, and strategic recommendations.

IPSOS Group   Guangzhou, China
Analytics Intern   March 2021- June 2021
● Assisted in design and delivery of competitive mapping and brand perception, audience segmentation and journey mapping for a food brand
● Leveraged textual analysis to evaluate clients' brand images on social media, developed analytical approaches to understand consumer mindsets, key questions, and sources of influence.
● Built SQL queries to gather keyword traffic data on snack flavors, identifying consumer trends to inspire product innovation.