JINGJING LIANG

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EDUCATION

UNIVERSITY OF NOTRE DAME   Notre Dame, IN
Master of Science in Business Analytics   August 2022 – May 2023

SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS   Chengdu, China
Bachelor's Degree, Economics & Management   July 2022
3.8/4.0 First-class scholarship

PROFESSIONAL EXPERIENCE

GROUPM   Shanghai, China
Programmatic Advertising Intern   June 2021- September 2021
- Collaborated across 3 departments for Philips Valentine's Day Ad-campaigns; tracked and analyzed real-time bidding data to optimize bidding strategies, achieving a conversion rate of 20% and ROI of 34% for Philips
- Collected 10,000+ omni-channel marketing data from six demand-side platforms to segment consumers and measure channel effectiveness; organized the insights into post-campaign summary reports to facilitate future reference

IPSOS Group   Guangzhou, China
Social Intelligence & Analytics Intern   March 2021- June 2021
- Led primary research to understand client demand, conducted social listening on FMCG brands by analyzing brands exposure on social platforms and initiated innovative indicators such as Net Sentiment Rate to measure campaign performance
- Scraped and cleaned 900,000+ textual data from seven social platforms with SaaS tool, interpreted consumer reviews using Natural Language Processing methods and translated into customer insights

PROJECT EXPERIENCE

Beverage E-Commerce Platform   Chengdu, China
Team Leader   May 2021
- Identified and presented market trends, customer demands and competitive landscape of wine market using the STP model
- Led project management efforts to develop platform functions; proposed a growth-marketing strategy using Metrics Funnel and created new functions to minimize customer journey friction

Research on the Factors of WeWork Renting Rate   Remote
Team Leader   February 2021
- Managed activities among a team of 9, cleaned 50,000+ data about WeWork workspace features with Python; performed feature engineering and sentiment analysis to identify variables affecting renting rate
- Investigated the impact of features on user conversion with logistic regression, decision tree and random forest models; formulated marketing strategies based on interpretation of quantitative results

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

SKILLS & INTERESTS

Computer Skills: Proficient in SQL, Tableau, Python, Excel and R.
Languages: Fluent in Mandarin
Interests: Design, Working out, Cooking