JIASHU (JULIE) ZHANG

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EDUCATION

Babson College, School of Business, Bachelor of Science, Wellesley, MA   **Graduation: May 2020**

- GPA: 3.61/4.00 – Dean's List all semesters
- Senior Divisional Award in Information Systems
- Concentrations: Information Technology Management, Business Analytics
- Relevant Coursework:
  - » Problem Solving & Software Design
  - » Programming with R for Business Analytics
  - » Web Technologies
  - » Business Intelligence and Data Analytics
  - » Quantitative Methods for Business Analytics II

Rotterdam School of Management, Rotterdam, Netherlands   **Fall 2018**

- International Exchange; Coursework in Corporate Finance and Media Studies

PROFESSIONAL EXPERIENCES

INTERNATIONAL CHINESE READING ASSOCIATION, *starBook Program Lead*   **September 2019- Present**

- Lead program to offer Chinese book resources for children to learn Chinese language and Chinese culture; partner with local libraries, donating 200+ Chinese children's books from China
- Developed organization Web APP (https://www.chinesestorytime.org/) leveraging Python Django, allowing program to collect book information, recommend 100+ books to parents, and manage program donation records
  - » Developed user and administrator interfaces for data collection and manipulation
  - » Integrated Google Books API for book searching and browsing

DASSAULT SYSTEMES ENOVIA, *Sales Operation Intern – Technical Based*   **September 2019- May 2020**

- Designed and administered **3D**EXPERIENCE Cloud dashboard to visualize work progress for upper management, consolidate 100+ Sales documents and centralize 200+ Marketing records
  - » Incorporated custom HTML, DataGrid, and ENOVIA project management widgets in dashboard for document integration and data visualization
  - » Accelerated planning process by 10% and boosted collaboration between Sales and Marketing team by 25%
- Prepared 80+ Sales achievement slides for CEO to present in strategic planning/investor meetings
- Interviewed sales teams and authored 30+ sales stories to enhance sales motivation and encourage mutual learning

DASSAULT SYSTEMES SOLIDWORKS, *Sales Operation Intern – Analytical Based*   **March 2018- August 2019**

- Analyzed and compared 1000+ VAR Performance data in 2018 and 2019 using MS Excel to identify top brands/products, predict VAR's behavioral trends, evaluate new products' popularity, and detect VARs' violations
- Presented VARs' performance results to Sales Operation Executive Team for competitor analysis and annual planning
- Improved data accuracy by 15% after validating and updating 500+ VAR's records in Siebel (CRM) system
- Recognized most popular documents using Google Analytics and aligned with Marketing and PR teams on replacing 50+ outdated ones to avoid misinformation in VAR Resource Center

ACCEPTU, *Business Development Intern*   **May 2017- December 2017**

- Reached out to 30+ prospective clients daily by phone calls to promote 30-min free consultation
- Arranged 13 Marketing events nationwide to generate client leads and raise brand awareness

ACADEMIC EXPERIENCES AND ACTIVITIES

SOFTWARE PRODUCT MANAGEMENT, *Coursera 'Specialization' by University of Alberta*   **March 2020- May 2020**

- Studied and applied Agile software development practices in six courses covering software processes, requirements, planning, and improvement to create better software products, lead team of developers, and interact with clients

SCALING LEAN VENTURES, *Student Coach*   **September 2019- May 2020**

- Coached 2 teams on applying Toyota Production System and Lean approach to companies' operations projects
- Advised on teams' MIFC, Root Cause Analysis, and final A3 Deliverables before presenting to companies
- Coordinated with professor and companies on course designing and project monitoring

BABSON CENTER FOR CAREER DEVELOPMENT, *Peer Career Consultant*   **September 2019- March 2020**

- Selected for highly competitive advisory role; advised students on career planning and internship search strategies
- Revised 50+ students' resumes and cover letters through one-on-one appointments

R PROGRAMMING TEAMWORK, *Politics on Twitter Project*   **November 2019- December 2019**

- Analyzed how 2016 presidential candidates, Hillary and Trump, were using Twitter and how public reacted to tweets
- Restructured 6000+ tweets data, performed word frequency analysis, and visualized results in word clouds
- Conducted sentimental analysis to analyze tweets behavior
- Conducted time series analysis to compare tweets popularity over time

SCALING LEAN VENTURES, *Operations Improvements Project*   **February 2019- April 2019**

- Increased data visibility by 30% for aerospace manufacturer in 3 months; focused on Problem Identification, Root Cause Analysis, Collaborative Solution Design and Implementation
- Designed 3 customized and automated Google sheets to track attendance, machine downtime, and quality control; implemented Google Sheet Script, query, vlookup, and pivot table
- Researched ERP system options for company's future reference; summarized into detailed functionality proposal, budget evaluation and implementation plan

BUSINESS INTELLIGENCE COURSEWORK, *MS SQL Database and Tableau Projects*   **January 2018- May 2018**

- Designed database for food business leveraging MS SQL Studio and MS Access
  - » Planned 10 date sheets, setting primary and foreign keys and relationships
  - » Created tables and insert data values to build database
  - » Generated queries for different analyzing purposes and performed left/right/full join
- Visualized bank marketing campaign data leveraging Tableau to evaluate campaign success and provide recommendations
  - » Performed customer demographics and behaviors analysis
  - » Created dashboard and applied filters on dashboard based on different categories of customers

AWARDS AND CERTIFICATIONS

- **3D**ByMe Tournament Guerrilla Marketing Strategy Contest, 3rd Place Winner   August 2019
- **3D**EXPERIENCE Platform Explorer Associate Certification   August 2019
- Dassault Systemes Social Collaboration Services Specialist, Sales-Certification   August 2019
- Babson Analytics Hackathon 2019, Undergraduate Team Winner   March 2019
  - » Best analysis rewarded by Wayfair and best visualization awarded by Tableau

SKILLS AND INTERESTS

- Python, R, SQL, Tableau, Vue.js, HTML, CSS, Github, MS Access, Golang, Heroku, MS Excel, MS Project
- Google Analytics, Siebel, Blockchain, **3D**Experience Platform, Outlook, Balsamiq, Photoshop
- Proficient in Chinese and English
- Beginner in Aerial Yoga