

# 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
- Major GPA: 3.87
- Concentrations: Information Technology Management, Business Analytics
- Senior Divisional Award in Information Systems
- 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
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## PROFESSIONAL EXPERIENCES

**INTERNATIONAL CHINESE READING ASSOCIATION**

**September 2019- Present**

*Full Stack Developer, Westwood, MA*

- Develop Web APP ([www.chinesestorytime.org/en/starbook/](http://www.chinesestorytime.org/en/starbook/)) leveraging Python Django, allowing program to collect book information, recommend 100+ books to parents, and manage program donation records
  - » Develop user and administrator interfaces for data collection and manipulation
  - » Integrate Google Books API for book searching and browsing
- Lead starBook 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

**DASSAULT SYSTEMES ENOVIA**

**September 2019- May 2020**

*Sales Operation Intern – Technical Based, Waltham, MA*

- Designed and administered **3DEXPERIENCE** 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**

**March 2018- August 2019**

*Sales Operation Intern – Analytical Based, Waltham, MA*

- 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**

**May 2017- December 2017**

*Business Development Intern, Newton, MA*

- 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

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## **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 data 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

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## **AWARDS AND CERTIFICATIONS**

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|----------------------------------------------------------------------------------------|-------------|
| • 3DByMe Tournament Guerrilla Marketing Strategy Contest, 3 <sup>rd</sup> Place Winner | August 2019 |
| • 3DEXPERIENCE 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          |             |

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## **SKILLS AND INTERESTS**

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