

KANGJIE CARLOS YU

Madrid, Spain | (+34) 717105410 | carlos.yu@student.ie.edu | <https://www.linkedin.com/in/kangjieyu/>
With Work Permit in Spain | <https://kcarlosyu.github.io/>

PROFESSIONAL SUMMARY

Business-driven professional with international experience turning complex data into actionable insights. Skilled in SQL, Python and dashboard automation, bridging data infrastructure with channel growth to deliver measurable ROI and scalable business impact.

PROFESSIONAL EXPERIENCE

ALIEXPRESS, ALIBABA GROUP (FULLTIME)

- AFFILIATE MARKETING

NOV. 2024 – PRESENT

 - Affiliate Channel Development & Optimization: Responsible for business development and budget allocation for CSS and comparison site partners across Southern & Central Europe, setting investment strategies and performance goals to maximize ROI and accelerate regional growth.
 - Data Infrastructure & Performance Monitoring: Designed and implemented an automated performance dashboard integrating FBI platform and internal databases, enabling real-time tracking of GMV, ROI, ACV, and CVR across all affiliate channels through bottom-table modeling and automated parameter configuration.

KWAI CO. (TECH, INTERNSHIP)

- AI CONTENT RECOMMENDATION OPTIMIZER

MAR. 2021 – MAR.2023

 - Strategic Market Analysis: Conducted in-depth analysis of Latin American user-generated content, identifying key trends to inform content strategy and drive user engagement.
 - Performance Optimization: Enhanced the platform's content recommendation system, directly impacting user retention and satisfaction, contributing to increased platform usage and content consumption.

SUN YAT-SEN UNIVERSITY

- Academic assistant

MAR. 2021 – MAR.2023

 - Collaborated closely with professors at the Center of Latin American Studies to methodically source, structure, and distill data extracted from official websites, forums, and esteemed think tanks.

EDUCATION

IE BUSINESS SCHOOL	SEPT. 2023 – JULY 2024	SUN YAT-SEN UNIVERSITY	SEP. 2018 – JULY 2023
Masters in Business Analytics and Big Data		Bachelor in International Studies	
• Honors in SQL, Python, Deep Learning.		• Sun Yat-sen Scholarship 1 st prize (1/30)	

ACADEMIC EXPERIENCE

- THESIS** *Analysis of the positioning of Spanish higher education in the Chinese market of international students* 2023
- Evaluated factors influencing Chinese students' choice of study abroad destinations. Assessed Spain's conditions, and compared its strengths and weaknesses relative to popular destinations like the UK and the US to extract insights.
 - Outstanding Thesis of Graduation of Sun Yat-sen University with score 95/100.

SKILLS

- Proficient in writing **SQL** queries for efficient data extraction and analysis.
- Extensive experience in **Python** for **data engineering** and **machine learning**, including tools like **Pandas**, **DNNs**, **NLP**, **Scikit-learn**, **Keras**, and **Prophet**.
- Skilled in using **data visualization** tools such as **Alibaba FBI**, **Tableau** and **Looker Studio** to present actionable insights.
- Familiar with big data technologies including **Hadoop**, **Spark**, **MongoDB (NoSQL)**, **AWS**, **GitHub** and **ETL** processes for data integration and transformation.

MAJOR PROJECTS

- BCGX corporate project: Explaining and predicting **customer churn**, analysing customer behaviour.
- Vodka Sales Analysis: Analysing the **sales** of vodka under Heaven Hill Brands compared to the market and providing insights.
- Medical Entity Recognition: Keyword extraction with spacy, **TF-IDF/BERT** for keyword importance, NLP model.

LANGUAGES

Mandarin (Native); Spanish (Fluent); English (Fluent); Cantonese (Advanced)