

# TIANZE ZHANG

tzhang67@simon.rochester.edu | (781) 249-9981 | www.linkedin.com/in/tianzezhang

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## EDUCATION

**Simon Business School, University of Rochester**

**Rochester, NY**

**Master of Science in Business Analytics (A STEM-Certified Program)**

**Dec 2024**

- Leadership Position: Master's Advisory Council: VP of academic affairs
- Related Course: Deep Learning, Data Warehouse and Visualization, Statistics with R, Python

**Brandeis University**

**Waltham, MA**

**Bachelor of Arts (B.A.) in Film, TV, and Interactive Media**

**May 2022**

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## EXPERIENTIAL LEARNING

**Social Media Sentimental Deep Learning Modeling**

**January 2024 - March 2024**

- Build a Deep Learning Model using transformer architecture to identify and extract resentment tweets from 200k customers review on Twitter for an airline company.
- Train and fine tuning the model to reach up to 90% accuracy in classifying sentiment of any tweets.

**SQL Data Warehouse Exercise**

**October 2023 - November 2023**

- Partnered with a team of 5 to architect a data warehouse by merging 11 tables; developed 10+ SQL queries to analyze order and product distribution trends.
- Created a Tableau dashboard featuring 5 visualizations to emphasize customer buying trends and delivered recommendations on marketing strategies.

**Grocery Delivery Service Analysis**

**December 2022 - April 2023**

- Conducted data preprocessing (null imputation, interpolation, aggregation, and column removal) on 4M rows to increase the accuracy and integrity.
  - Analyzed customer preferences (purchase behavior and trends) for grocery delivery service in Python to optimize personalization and increase the platform's profit.
  - Reviewed produce departments' daily sales via NumPy and Pandas and built Plotly visualization to compare the reorder frequency and distribution.
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## PROFESSIONAL EXPERIENCE

**HUPU Sports (Shanghai) Media Co, Ltd.**

**Shanghai, China**

**Video Editor Intern**

**February 2021 - June 2021**

- Created 50+ views and 2 TV commercials resulting in 4M+ views.
- Optimized editing using analysis from prior video's retention rates on social media platforms; increased ROI for advertising campaigns by 20%

**New Moon International Media**

**Belmont, MA**

**Media Production Leader**

**June 2022 - December 2022**

- Led the creation of concert videos with 30k views and hosted a live stream for local Chinese communities across 6 towns in New England.
- Directed concert filming and livestreaming while optimizing based on user feedback leading to 35K+ views.

**Brandeis Chinese Cultural Connection**

**Waltham, MA**

**Marketing Department Director**

**January 2019 - September 2021**

- Organized student club promotion activities and created media materials (100+ photos, posters, art collages, and 20+ videos) for further advertising.
  - Collaborated with Marketing, Media, and Finance departments on club campaigns and further promotions.
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## SKILLS

- SQL, Python, Deep Learning Modeling, R, Tableau, Google Analytics, Power Bi, Excel, Adobe Analytics, Premiere Pro