# Tianze Zhang

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# EDUCATION

# University of Rochester Simon Business School Rochester, NY

# *Master of Science in Business Analytics* Dec 2024

# Master’s Advisory Council: VP of academic affairs

# Relevant Coursework: 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

# EXPERIENCEAL LEARNING

**Social Media Sentimental Deep Learning Modeling** January 2024 - March 2024

* Built a Deep Learning Model using transformer architecture to identify and extract resentment tweets from 200k customers review on Twitter for an airline company.
* Trained and fine-tuned the model to reach up to 90% accuracy in classifying sentiment of any tweets.
* Targeted the major areas of dissatisfaction and formulated marketing plans to improve customers experience by 30%.

**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.

# PROFESSIONAL EXPERIENCE

**HUPU Sports (Shanghai) Media Co, Ltd.** February 2021 - June 2021

**Video Editor**

* Created 50+ videos and 2 TV commercials for major European soccer clubs on TikTok, resulting in over 4M views.
* Optimized editing using analysis from prior videos' retention rates on social media platforms; increased ROI for advertising campaigns by 20%.

**New Moon International Media** June 2022 - December 2022

**Media Production Leader**

* 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** January 2019 - September 2021

**Marketing Director**

* 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 online promotions, resulting as

one of the most influential culture clubs.

**Absolute Fencing Gear**  July 2020–Aug 2020

**Cinematographer Assistant**

* Composed and framed each shot, applying the technical aspects of light, lenses, film, filters, and camera settings working closely with directors.
* Conferred with directors, sound and lighting technicians, electricians, and other crew members to define the filming sequences, intended effects, camera movements, and lighting needs.

# SKILLS

* Expert: SQL, Python, Deep Learning Modeling, R, Tableau, Premiere Pro
* Proficient: Google Analytics, Power BI, Excel, Adobe Analytics