

## SHI MENGJIE

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### EDUCATION

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#### SINGAPORE MANAGEMENT UNIVERSITY

Jan 2019 – Aug 2020

##### Master of IT in Business (Analytics Track)

- Key Courses taken: Python for Data Science, Statistics with R, Visual Analysis, Data Management

#### NANYANG TECHNOLOGICAL UNIVERSITY

Aug 2012 - Jul 2016

##### Bachelor of Engineering (Electrical and Electronics Engineering)

### EXPERIENCE

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#### Knight Frank Asia Pte. Ltd.

Oct 2019 – present

*UK Property Consulting Company with over 120-year History*

##### Business Intelligence Analyst

- Creating a database with potential customers' information with the support of technical skills Python and marketing analysis skills combined for internal sales channel's reference
- Conducting the preliminary communication with the customers for the product introduction via phone calls and emails
- Translating clients' information into effective BI tools (i.e. Power BI) for visualization, from concept through implementation
- Conducting market research from different regions on bi-weekly basis and combining and transferring the raw data into textual publishable report

#### Lite-On Singapore Pte. Ltd.

Jul 2016 – Oct 2019

*Top Semiconductor Company in Taiwan*

##### Product Manager

- Developed marketing strategies to the promotion of new products in Greater China market, resulted in Top 3 customers upgraded to new release
- Supported sales channel to achieve 112% of revenue goals for Year2017 and 107% for Year2018 with collateral and lead generation campaigns
- Conducted market research to defined target markets, expanding the business from smartphone segments to non-smartphone segments like TWS segment and home appliances segment

### ACADEMIC PROJECTS

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#### Twitter Influencer Marketing Project using Python

Aug 2019 - Dec 2019

- Converted textual data into quantitative data to look into the contents of tweets
- Defined key topics using topic modelling, such as the topic of football, the topic of music etc.
- Applied clustering technology to segment customer groups
- Proposed different customer groups with related topics for influencer marketing purpose

#### China Southern Airline Business Strategy Project

May 2019 - Jul 2019

- Built a dashboard using Tableau and R shiny for comparing China Southern Airline and other 5-star airlines' performances in terms of food quality, crew service, seat comfort etc.
- Recommended and developed various advertising methods for China Southern Airlines to improve ranking

#### Course Bidding Online System Project

Jan 2020 - Present

- Developing a web reporting system (using PHP) for the administrator staff of the course bidding online system
- Proposed, designed and populated specific tables, databases (using SQL) for collection, tracking and reporting of data for administrators' use

### ADDITIONAL

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- **Language:** Proficient in written and spoken English and Mandarin
- **IT Skills:** SQL, Python, Tableau, R, JMP, SAS, PHP