

# Zijing Jimmy Hu

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## CONTACT INFORMATION

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## EDUCATION

- Brandeis University** Waltham, MA, USA  
M.S., Business Analytics, GPA: 4.0 / 4.0 Aug. 2019 - Feb. 2021 (expected)  
• Coursework: Advanced Econometrics (Ph.D. level), Applied Econometrics, Forecasting in Economics, Machine Learning, Big Data, Marketing Analytics, Data Mining, Data Visualization
- Boston University** Boston, MA, USA  
Cross-registered, GPA: 4.0 / 4.0 Jan. 2020 - May. 2020  
• Coursework: Statistical Machine Learning (Ph.D. level)
- University of International Business and Economics (UIBE)** Beijing, China  
B.B.A, Marketing, Major GPA: 3.8 / 4.0 Sep. 2015 - Jun. 2019  
• Coursework: Research Frontiers in Marketing (undergraduate honor course), Marketing Experiment, Marketing Research, Microeconomics, Econometrics, Game Theory, Calculus I & II, Linear Algebra, Statistics and Probability, Applied Statistics

## RESEARCH POSITIONS

- Research Associate in Bioinformatics & Social Science** Cambridge, MA, USA  
*Dr. Juanjuan Zhang's Research Group, Sloan School of Management, MIT* Mar. 2020 - present  
• Conducted Genome-wide Association Study (GWAS), Genome-wide Complex Trait Analysis (GCTA) and Polygenic Risk Score (PRS) analysis on a large genome data set (~100GB) using cutting edge Bioinformatics methods and tools (Plink 1.9 & 2.0, GCTA, PRSice, LD score regression, etc.), and cloud computing techniques  
• Performed genome build correcting, haplotype phasing and genotype imputation using LiftOver, SHAPEIT2, IMPUTE2 and GTOOL  
• Assisted in building an empirical model by reviewing thousands of demographic characteristics  
• Merged together a series of analytical steps using Python and R including data quality control, modeling, distributed computing, and information visualization  
• Summarized the most up-to-date literature on Social Science and Bioinformatics for the team to use for their research
- Research Associate in Quantitative Marketing** Beijing, China  
*Advisor: Shiyang Gong, Assoc. Prof. of Marketing, School of Business, UIBE* Jun.2020 - present  
• Conducted text mining on live comments using cutting-edge NLP tools including Skip-Gram Word2vec Model, Term Frequency-Inverse Document Frequency (TF-IDF), Sentence Embeddings, etc.  
• Constructed empirical models to explore the relationship between features extracted from live comments and performance of online videos  
• Summarized the most up-to-date literature on social media marketing and text mining to optimize our models
- Research Assistant in Economics & GIS** Waltham, MA, USA  
*Department of Economics, Brandeis University* Aug.2020 - Dec.2020  
• Assisted in developing instrumental variables to identify the causal effect of air pollution on economic activities  
• Imputed missing value using weighted k-nearest neighbors regression and Gaussian process regression

- Developed algorithms to merge geophysical-statistical gridded data with Environmental Systems Research Institute (ESRI) Shapefiles using PyShp, Shapely, and netCDF4
- Built pipeline to scrape, clean, analyze and format meteorological records (~3.2TB) from NASA MERRA-2 open-source project

### **Research Assistant in Multichannel Marketing**

Beijing, China

*Advisor: Jiaqi Xue, Assoc. Prof. of Marketing, School of Business, UIBE* May.2018 - Jun.2019

- Performed data wrangling and feature engineering on consumers' expenses record
- Developed customer persona with clustering algorithms using Python, including K-Means, Hierarchical Clustering and DBSCAN
- Conducted regression analysis and statistical tests using Stata to explore the relationship between customer persona and amount of consumption

### TEACHING ACTIVITIES

### **International Business School, Brandeis University**

*Teaching Assistant*

- Marketing Analysis (grad level), Fall 2020
- Machine Learning and Data Analysis (grad level), Spring 2020

### HONORS AND AWARDS

MSBA Program Excellence Award (2/72), Brandeis University, 2020

Dean's Fellowship, Brandeis University, 2019

Outstanding Undergraduate Thesis (Top 4 out of 300), UIBE, 2019

Outstanding Undergraduate (Top 5%), UIBE, 2019

Daxin Scholarship (Top 3%), UIBE, 2018

First Scholarship for Academic Performance (Top 5%), UIBE, 2017

Outstanding Student (Top 5%), UIBE, 2017

Honorable Mention in the Mathematical Contest in Modeling, 2017

First Prize in the China Undergraduate Mathematical Contest in Modeling, 2016 & 2017

### INDUSTRY EXPERIENCE

### **Ipsos Business Consulting**

Beijing, China

*Data Scientist Intern, CPG Research Team*

Nov.2018 - Jun.2019

- Spearheaded the development of team's analytical system for extracting, transforming, and loading data, and generating analytical report automatically
- Modeled retailer data (~10GB) with machine learning algorithms

### **Cisco Systems, Inc.**

Beijing, China

*Data Scientist Intern, Digital Marketing Team*

May.2018 - Nov.2018

- Analyzed and modeled viewers' behavior on Cisco.com
- Developed web page evaluation algorithms for optimizing omni-channel customer journeys
- Designed recommender system for small and mid-size businesses using Alternating Least Squares