Nicole Wang

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EXPERIENCE

Northwestern University   **Evanston, IL**
Assistant Research Analyst   02/2025-Present
- Designed a customer experience survey and collected 1,000+ responses, translating findings into actionable insights and data visualizations.
- Conducted quantitative analysis using R and SPSS to understand the relationship between customer's digital satisfaction and attitude towards fast food restaurants.

WINGS Program, Inc   **Chicago, IL**
Marketing Consultant   03/2025-Present
- Delivered omni-channel marketing strategies on TikTok and Instagram based on social media listening and competitor analysis.
- Analyzed 5,000+ CRM and customer survey data using R and Tableau to optimize offline store operations and online marketing tactics.

Deloitte   **Hybrid**
Consulting Analyst   01/2025-04/2025
- Analyzed tourism data in Macau through regression modeling to identify relational data patterns and find high-potential investment areas.
- Predicted future customer behaviors with time series forecasting analysis to support client's strategic commercial planning.
- Conducted market research to convert online traffic into economic growth, discovering future growth opportunities for Shanghai's tourism.

Pernod Ricard   **Shanghai, China**
E-commerce Marketing Intern   07/2023-10/2023
- Managed a $100,000 monthly budget for nine online flagship stores, leveraging data insights to enhance customer engagement and maximize revenue.
- Tracked and analyzed customer behavioral data to optimize media buying, targeting and pricing strategies for TikTok shops and live-stream rooms, achieving a remarkable single-day GMV of $3,000+.

Dentsu   **Shanghai, China**
Media Planning Intern   06/2022-09/2022
- Analyzed multi-channel media performance data using Excel to optimize App Store's weekly media buying plan, contributing to an increase in conversion rate.
- Visualized media performance patterns using Singular and Tableau to tell compelling stories, reporting directly to Apple's global marketing team.

PwC   **Shanghai, China**
Consulting Intern   01/2021-02/2021
- Assessed future opportunities and potential obstacles in Shanghai's economic development model, allowing the client to prioritize specific growth options aligned with technology trends.
- Delivered benchmarking studies on the translational medicine industry, providing insights for site selection and investment promotion.

EDUCATION

Northwestern University   **Evanston, IL**
Master of Science, Integrated Marketing Communications (STEM-certified) | GPA: 3.9/4.0   09/2024-12/2025
Shanghai Jiao Tong University   **Shanghai, China**
Bachelor of Arts, Communication | GPA: 3.9/4.3   09/2020-07/2024

COMMUNICATION & LEADERSHIP

JieFang Daily   **Shanghai, China**
Business Journalist Intern   02/2024-05/2024

Ruder Finn   **Shanghai, China**
Public Relations Intern   10/2022 -01/2023

2021 Welcome Event of Shanghai Jiao Tong University   **Shanghai, China**
General Director   08/2021-11/2021

SKILLS

- SQL, R, SPSS, Excel, Google Analytics, Tableau, Singular, Hubspot
- Data Storytelling, Leadership, Strategic Communication, Internal Communications