

Nicole Wang

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EXPERIENCE

Lincoln Financial Group <i>Marketing Analyst Intern</i>	Radnor, PA 06/2025-Present
<ul style="list-style-type: none">Conducted statistical and machine learning analyses in R to deliver consumer segmentation recommendations.Identified insights related to financial services among Millennial & Gen Z segments through market research and competitor analysis.	
Northwestern University <i>Assistant Research Analyst</i>	Evanston, IL 02/2025-Present
<ul style="list-style-type: none">Cleaned and merged 10 years of survey records using SQL, constructing time-series datasets to track digital satisfaction metrics.Built regression models in R to interpret the impact of demographic attributes on digital satisfaction and digital literacy, validating model assumptions and presenting findings in slide decks.	
WINGS Program, Inc <i>Marketing Analyst</i>	Chicago, IL 03/2025-05/2025
<ul style="list-style-type: none">Analyzed behavioral and survey data from 5,000+ customers in R to optimize offline store operations and digital marketing tactics.Built interactive Tableau dashboards to monitor sales KPIs and forecast weekly demand, leading to an increase in in-store conversions.	
Deloitte <i>Consulting Analyst Intern</i>	Hybrid 01/2025-04/2025
<ul style="list-style-type: none">Conducted regression and time series forecasting models in R to predict tourist arrivals and customer behaviors in Macau, informing investment decisions.Conducted text mining on app review data to identify top business categories, uncovering emerging market niches in the tourism sector.	
Pernod Ricard <i>Customer Marketing Intern</i>	Shanghai, China 07/2023-10/2023
<ul style="list-style-type: none">Tracked and analyzed TikTok customer behavioral data to optimize media buying and pricing strategies for new product launches, achieving a remarkable single-day GMV of \$3,000+.Managed a \$100K monthly budget across nine online flagship stores, leveraging data insights to enhance customer engagement.	
Dentsu <i>Media Planning Intern</i>	Shanghai, China 06/2022-09/2022
<ul style="list-style-type: none">Applied Excel VLOOKUP and Pivot Tables to analyze multi-channel media performance data, providing insights on App Store's weekly media buying plan and contributing to an increase in conversion rate.Designed and maintained Tableau dashboards to visualize campaign performance, reporting to Apple's global marketing team.	

EDUCATION

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

PROJECTS

Key Predictors of Viral TikTok Videos
<ul style="list-style-type: none">Developed and tuned XGBoost and Random Forest models in R to identify which content and creator-related features drives virality, achieved 80% accuracy on holdout data.
Impact of Gaming App Adoption on Social Media Usage
<ul style="list-style-type: none">Conducted Propensity Score Matching to balance the control and treatment groups for further analysis.Applied Panel Difference-in-Difference regression model in R to measure causal effects of gaming app adoption on user engagement.

SKILLS

<ul style="list-style-type: none">Languages & Tools: SQL, R, Python, Excel, SPSS, Google Analytics, Tableau, Power BI, SingularMethods: Regression (Panel DID, Poisson, Logit...), A/B Testing, Survival Analysis, Propensity Score Matching, Random Forest, Time Series Forecasting, Factor Analysis, XGBoost
