

QIANWEN GE

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EXPERIENCE SUMMARY

- 10 years of industry working experience in sales and marketing business analysis and financial modeling.
- Dedicated 2 years of full-time graduate studies in Information Technology, focusing on business and data analysis.
- Hands-on coding experience in Python and SQL with documentation for reproducibility.

PROFESSIONAL EXPERIENCE

LinkedIn Independent Consultant and HubSpot AI & Marketing Intern | Parker Dewey | [U.S.] | [August 2023] – [May 2024]

- Led LinkedIn ad campaigns and developed AI-driven content strategies, achieving average CTRs of 0.5% and 0.8%.
- Developed a comprehensive 5000+ words strategy for an AI startup, focusing on data-driven performance.

Operations Director | ABIE Technology & Green Light Education Training Co., LTD | [Shanghai, China] | [Nov 2018] – [June 2022]

- Managed a team of 25 to develop service and marketing models for 2000 students, resulting in an increased renewal rate by 23%.
- Launched over 20 marketing campaigns annually, analyzing multi-channel sales funnels for strategic data-driven decisions.
- Performed CVP analysis with Python and Excel, developing target profit and sales models that decreased costs by 10%.
- Optimized sales reports and customer resource analysis using Tableau and Power BI, increasing sales revenue and customer channels by up to 30% annually.

Consultant & Sales Manager | EF Education (Children) Co., LTD | [Shanghai, China] | [July 2011] – [Oct 2018]

- Managed a team of 7 and led the team meet the monthly sales target of about 1.5-2 million RMB (\$250,000-350,000).
- Utilized CRM and Salesforce for task management and customer trend analysis, boosting work efficiency by 50%.
- Employed BI tools for sales reports and customer classification, enhancing decision-making and increasing sales revenue by 20%.

TECHNICAL SKILLS

- Programming Language: Python (NumPy, Pandas, scikit-learn)
- Database: SQL
- Data Visualization: Tableau, Power BI
- Machine Learning: Classification, Regression, Clustering, PCA, CNN, RNN
- Tools & Techniques: Azure, DataRobot, IBM SPSS Modeler, Mendix, AWS
- Certifications: Google Analytics, HubSpot Marketing Software Certified, Mendix Rapid Developer, LinkedIn MKT Fundamentals

SELECTED PROJECTS

Business Intelligence Analysis for Starbucks Real Data

- Led a BI project to enhance data processing methods.
- Designed and implemented ETL solutions for accurate data analysis.
- Developed interactive Tableau dashboards to improve decision-making.
- Optimized data workflows with Python, boosting reporting accuracy by 25%.

Database Solution for WPI CDC's Employer Candidate Matching

- Designed a SQL database solution to optimize the employer-candidate matching process for WPI CDC's career services.
- Conducted data analysis and query optimization, resulting in a 40% improvement in match relevancy and a 20% increase in user engagement through an enhanced Android Studio application interface.

Airbnb Data Analysis Project

- Extracted dataset, including sales features and geographical information. Performed data cleaning using Python.
- Conducted K-Means clustering to classify data and identify patterns in host and property characteristics.
- Implemented linear regression to predict pricing based on various features, achieving high correlation.
- Created data visualizations (scatter plots, box plots, pair plots) to illustrate insights and trends.

Data Engineering for Wine Quality Analytics

- Worked in 3-person team to refine wine quality assessment practices by optimizing its data processing pipelines.
- Handled datasets exceeding 6000+ entries.
- Improved data accuracy by 30% with ETL, enabling 80% accuracy in Random Forest model.

EDUCATION

- **Worcester Polytechnic Institute (WPI)** | Worcester, MA | Aug 2022 - May 2024
- Master of Science in Information Technology (Full-Time) | GPA 4.0/4.0
- **Engineers Command College** | Xuzhou, China | Sep 2007 - June 2011
- Bachelor of Arts in Business English