

# Ran Deng

760 Riverglade Dr, MA 01002 | 413-404-1520 | randeng0315@gmail.com

## EDUCATION

---

### University of Massachusetts Amherst

Amherst, MA

Major: Data Analysis & Computational Social Science(M.S.)

09/2023 – 02/2025

Coursework: Data Science Fundamentals, Intro to Quantitative Analysis, Introduction to GIS, Social Life of Algorithms, Social Networks, and etc.

### Communication University of Shanxi

Taiyuan, China

Major: Network and New Media (Bachelor)

09/2019 - 07/2023

Coursework: Fundamentals of Computer, Linear Algebra, Advanced Mathematics, New Media Data Analysis and Application, Introduction to Data Journalism, and etc.

## EXPERIENCE

---

### POP MART

Beijing, China

Intern (e-commerce content group)

10/2022 – 01/2023

- In charge of various and long-hour live steaming events;
- Monitored and organized back-end data and gave out feedbacks;
- Participated in making the marketing plans for certain events;
- Coordinated with streamer, logistics department, and customer services department.

### Diaoyoutong (Qingdao) Technology Co., Ltd

Qingdao, China

Summer Intern (New media department)

05/2022 –08/2022

- Clarify account positioning and formulate account operation plan;
- Participate in the planning, shooting and operation of short video content, including but not limited to editing and publishing of short videos, matrix account traffic planning, account background data analysis and review;
- Participate in cooperation meetings with other companies and provide constructive suggestions.

## PROJECT

---

Independently use R studio to complete data visualization of General Social Survey (2022) data analysis.

Independently use ArcGIS Pro to exploring winter habitat selection preferences of Herring Gulls in Massachusetts.

Completed multiple proposal creations and presentations on social science topics independently and in groups.

## SKILLS & DISTINCTION

---

- Language: Mandarin (Native speaker); English (Use as work language )
- Microsoft: Word, PPT, Excel (Proficient)
- Can use R studio, ArcGIS Pro, Python, PR, AE, PS
- Participated in many group collaborations. Have good teamwork and communication skills
- Excellent learning ability, logical thinking ability, stress resistance and adaptability
- Actively assumes social responsibility, is keen on promoting cultural diversity, and has participated in Chinese teaching in backward areas of Nepal
- SQL entry level