

Ray Zou

(778) 251-6801 • zouguangji@gmail.com • [LinkedIn](#) • [GitHub](#) • Burnaby, BC

QUALIFICATIONS

- Proficient with advanced analytics tools such as **SQL**, **R**, **SAS**, **Excel**, **MATLAB** and **PowerBI**
- Fluent in programming languages & web development such as **Python**, **HTML**, **CSS**, and **JavaScript**
- Familiar with **Microsoft Office Suite** and **Google Suite**
- Strong problem-solving skills in mathematics, statistics, marketing and economics
- Excellent communication skills in conveying information extracted with data analysis

EMPLOYMENT EXPERIENCE

Marketing Analyst

Alibaba

April, 2021 – Jun, 2021

Vancouver, BC, Canada

- Gathered and sanity checked data to guarantee data quality using Excel
- Built high profile monthly reports on employee performance and customer feedback with statistical analysis and data visualization skills in Excel and SQL
- Completed all marketing requests to assist my sales team
- Played an integral role in establishing new clients and expanding existing client networks
- Presented data and conclusions to the director level and above regularly to drive strategy and operations
- Analyzed market trends that are used in sales presentations that led to a 3.2% increase of sales revenue

Data Analyst

State Intellectual Property Office

Aug, 2015 – Dec, 2015

Remote, Canada

- Presented data and conclusion to team in order to improve strategies and operations
- Designed and built statistical analysis model on large data sets
- Enhanced customer experience by regular report update and active communication
- Minimized the existing announcement wait time and review cycle which greatly improved the efficiency of patent examination

Tutor

Simon Fraser University

May, 2015 – April, 2021

Burnaby, BC, Canada

- Taught college and secondary-school students mathematics
- Supported and encouraged students who could not catch up
- Prepared study materials before class and follow up with students after class to guarantee the best teaching outcomes
- Helped students who failed the course previously achieve B letter grades or better

EDUCATION BACKGROUND

Simon Fraser University

Bachelors of Science (Statistics and Mathematics)

May 2015 – Jun. 2019

Burnaby, BC

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PROJECT EXPERIENCE

Bayesian isn't Frequentist

- Wrote a [paper](#) that distinguishes the probability usage between Bayesian and frequentist statisticians' theories through independent research
- Shared statistical ideas collected great feedback from the audience
- Received strong compliments from the Instructor with my outstanding performance

Inflammatory Bowel Disease (IBD) Data Analysis

- Worked in a team of three and constructed generalized linear model with lasso, random forest and regression tree for IBD by analyzing the global gene expression dataset

Baltimore of Calls Data Analysis and Visualization

- Created library mice, dplyr, stringr and stringi, and used data cleaning and data visualization in R to describe the dataset of Baltimore of Calls for Service
- Used mice function and ggmap() to predict the priority (non-emergency, low, medium, high) of a call from variables like description, district, or incident location

Website Development of Pixels Per Inch

- Developed web pages using [HTML](#), which include standard footer, index page, movie and vacation recommendation links, and video tutorials.
- Decorated the pages with [CSS](#) and applied visually distinctive styles to render different HTML elements
- Created a feature that calculated the pixels per inch (PPI) of a video by [JavaScript](#) with jQuery
- Achieved perfect marks for the project through effective self-learning and hard work

The Acquare Value Shopper Challenge (R)

- Participated in Customer loyalty analysis to predict repeat buyers with ggplot2 and dplyr in R
- Refactored the code which greatly enhanced the readability and maintainability using programming and data modeling principles

Game of Numbers (Python)

- Learned [python](#) on my own and developed a game that calculates the number of coins based on the total \$amount
- Generated colorful drawings using Python Turtle

Transferable Skills

- Quick learning and understanding ability
- Pay strong attention to details
- Always seek to be innovative and creative
- Fluent in English and Mandarin