

LU HAO

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EDUCATION

- Robert H. Smith School of Business, University of Maryland, College Park, MD** May 2018
Master of Science in Marketing Analytics, GMAT: 700
- Coursework in process: Data Science / Market-Based Management / Statistical Programming / Advanced Marketing Analytics / Web Analytics / Marketing Research and Analysis
- Wuhan University, Wuhan, China** 2017
Bachelor of Arts, English literature, GPA: 3.7
- Scholarship for Social Activities Enthusiasts. 2016

CORE QUALIFICATIONS

- **Programming:** Python (Pandas, Numpy), SQL, R, SAS
- **Machine Learning:** K-NN, SVM, GBM, K-means, Clustering, CART, RF
- **Text Mining:** Word Cloud, Cluster Dendrogram, Text Analysis, N-Grams, TF, IDF
- **Visualization:** R(ggplot2), Excel, Tableau, Photoshop
- **Web Analytics:** Google Analytics, Recommendation system, SEO, Network Analysis
- **Language Skills:** Native Chinese, fluent English, intermediate Korean, and basic French

PROFESSIONAL EXPERIENCE

- Action Learning Project, University of Maryland, U.S.** 2018
Team Member
- Cleaned raw data: delete variables with multicollinearity effect and imputed missing values with R-MICE package.
 - Used SAS and R to run models (Random Forest, GBM, CART, Logistic Regression, SVM, Stacking) to test AUC and ROC.
 - Applied the chosen model to segment potential consumers and mapped them by Tableau.
- Power China Henan Engineering Corporation, Zhengzhou, China** 2016
Overseas Marketing Department Assistant
- Managed to deliver bidding presentation for bidding a \$10-million wind power station.
 - Collaborated, sorted out and analyzed data using database management to prepare bidding documents.
 - Prepared contract discussion meeting and negotiated with tendering company on contract.
- Eclairs Chocolate, Wuhan, China** 2016
Campus Promotion Representative
- Recruited on-campus salespersons and trained 15 salespersons on the features of Eclairs Chocolate.
 - Made \$1000 profit by researching the most popular kind of product and initiating free shipping promotion campaigns to sell chocolate to students.
- Postal Savings Bank of China Zhengzhou Sub-branch, Zhengzhou, China** 2015
Customer Manager Assistant
- Promoted the sales of credit card issued by Postal Savings Bank of China over the phone.
 - Offered consulting service of real estate mortgage to clients.
 - Found potential clients by analyzing previous records and introduced financial products to clients.

LEADERSHIP AND VOLUNTEER EXPERIENCE

- President, "Here We Are" Cross-Cultural Communication Association, Wuhan, China** 2013-2014
- Founded non-profitable organization, "Here We Are" Cross-cultural Communication Association, aiming to convey Chinese traditional culture to foreign students.
 - Owned over 200 association members and held more than 15 on-campus and off-campus Chinese traditional cultural activities for foreign and domestic students, such as lectures of culture taboo and tips of how to blend into new environment.