Shirui Zeng

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Data Analyst, Social Media content producer, marketing manager

Currently permitted to be employed in UK.

EDUCATION

Tech Talent Academy   **Data Science Bootcamp (Jan 2023 - Apr 2023)**

Intensive 14-week course focused on data science, including data manipulation using NumPy and Pandas, data visualization with Python libraries such as matplotlib and Altair, and software packages like Tableau.

Southwestern University of Finance and Economics   Master of Engineering Management (2015 - 2017)

Chengdu University of Technology   Bachelor of Science in Petroleum Engineering (2008 - 2012)

AWARDS & CERTIFICATE

Coursera IBM Data Analyst (2023)

Coursera University of Michigan Python for Everybody (2022)

Coursera University of Duke Programming Foundations with JavaScript, HTML and CSS (2022)

PROFESSIONAL SKILLS & PROJECTS

Technical: SQL, Python, NumPy, Pandas, scikit-learning, IBM studio and Tableau.

Creative Skills: Final cut pro X, Photoshop, Premier, Photoshop, Audition and Luminar AI.

Equipment Proficiency: mirrorless Camera A7M3, A7C; Drones DJI mini2; Ronin-SC, DJI OSMO2.

PROJECTS

Titanic: Machine Learning from Disaster

Customer Segmentation for E-commerce

KNN: diabetes prediction

WORK EXPERIENCE

Entrepreneurial Data-Driven Video Content Creator | TikTok Production | Analysing Trends (2020 – 2022, London, UK)

- Start-Up Foodie & Journey TikTok Channel | 50K Followers | 170K Thumb-ups | 500K Average Views

- Leveraged data analysis to inform content creation decisions, including engagement metrics, trending topics, and video performance optimization.

- Utilized analytical skills to analyse video performance data, user behaviour data, and audience feedback to inform content strategy and enhance user experience.

- Successfully managed *multi-tasking* video production process, from planning to publishing, ensuring timely delivery of high-quality and high-resolution content.

China Metallurgical Corporation Co., Ltd. | Marketing Manager (2016 – 2019, Chengdu, China)

- Developed and executed marketing strategies to increase brand awareness and customer acquisition.
- Analysed project data using *Excel* and CCC model to identify project risks and marketing strategies.
- Collaborated with cross-functional teams to launch new project management initiatives.

Geology and Mineral Bureau | Geology Data Analyst (2014 – 2015, Chengdu, China)

- Conducted *data cleaning* and preparation of geology data using *Excel* and the Geology and Mineral Exploration platform.
- Analyzed and interpreted geology data using *statistical methods* to provide information on geological layer structures and mineral forecasts.

- **LANGUAGES**

- Native Chinese-Mandarin
- Fluent English (IELTS 6.5)

Referees

- Georgina Stanley-Dare, Technical Train, Tech Talent Academy, email: georgina@techtalent.academy

- Huan Li, Human Resources Director, China Metallurgical Corporation Co., Ltd., email: mcc5@mcc5.com.cn, Tel: +86 028 84854877

- Shuji Zhuang, Human Resources Director, Geology and Mineral Bureau, email: 109dzd@163.com, Tel: +86 028 85957366