Yonghao Zhang

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EDUCATION

University of Colorado Boulder, Boulder, Colorado

B. A. Computer Science   08/2013 - 05/2018
- Computer System (CSCI 2400), Data Structure (CSCI 2270), Algorithms (CSCI 3104), Data Science (CSCI 3022), Software Dev Methods (CSCI 3308), Cyber Security (CSCI 3403), Data Mining (CSCI 4502), Information Visualization (INFO 4602), Input Interaction & Accessibility (CSCI 4830)

B. A. Economics   08/2013 - 05/2018
- Microeconomics (ECON 2010, 3070), Macroeconomics (ECON 2020, 3080), International Economics and Policy (ECON 3403)**,** Money & Banking Systems (ECON 4111), Econ Reform/Develop Countries (ECON 4774), Econometric (ECON 4818)

M. S. Business Analytics   07/2018 - 5/2019
Cum. GPA: 3.6
- Quantitative Methods (MSBC 5030), Structure Data Modeling (MSBX 5405), Market Intelligence (MBAX 6330), Digital Advertising (APRD 6342), Advanced Data Analytics (MSBX 5415), Applications of Advanced Stats in Advertising (APRD 6343), Unstructured & Distributed Data Modeling & Analysis (MSBX 5420), Experiential Projects (MSBC 5490), Customer Analytics (MSBX 5310)

TECHNICAL SKILLS

- Python (numpy, scipy, pandas and scikit-learn, etc.), R, C/C++, JavaScript, SQL, NOSQL, MATLAB, Mathematica, Swift 3, Scala, Pivot tables and Bash
- Git, Linux, Machine Learning, Big Data, Spark, Hive, Kafka, MySQL, IBM SPSS, Tableau, Jupyter Notebook, RStudio, DataGrip, Visual Studio, Anaconda, XCode, AWS, DataRobot, Bootstrap, Latex, Google AdWords, Microsoft

PROJECT EXPERIENCE

University of Colorado Boulder, Boulder, Colorado
- **Google's Online Marketing Challenge**   10/2018 - 12/2018
  - Achievements: Launched a series advertisement on Google for Wevote by applying the concept of *digital advertising* and got great impressions and total clicks with further keyword refining.
  - Tools: Python, KPIs, and Google AdWords
- **Quantitative Criticism Project**   07/2018 - 08/2018
  - Achievements: Deep analyzed on Trending YouTube Video data on Kaggle. Statistics between five countries and 26 attributes, also identified multiple correlations of several related terms. Data cleaned by *Python*, visualized by *d3.js* and presented on an *interactive website*.
  - Tools: KPIs, Python, JavaScript, d3.js
- **Structured Data Modeling Project**   11/2018 - 12/2018
  - Achievements: Designed and created a *database* for a concert management company. The database followed the standard of normalization and referential integrity and was able to interpret valuable information.
  - Tools: SQL, MySQL Workbench
- **Predictive Analytics Challenge**   10/2018 - 11/2018
  - Achievements: Developed a *machine-learning algorithm* that regressed video ads features with total clicks and concluded the significant features that improve video ads effectiveness besides the budget or other costs.
  - Tools: Python, DataRobot, Latex
- **Climate Change Analysis**   10/2018 - 11/2018
  - Achievements: A *data mining* project that examined the trend of climate change since 1750 and demonstrated the relationship between climate change and global warming.
  - Tools: Python, R, MATLAB, Latex

INTERNSHIP EXPERIENCE

Everstar Electronics Co., Ltd, Beijing, China
Data Analyst Internship
Interned as a team member at the operation department and assisted in analyzing sales data to maintain the balance of demand and supply. Also participated in manipulating data with pivot tables, pivot charts, and macros.

À LA CARTE CERTIFICATIONS

- Google AdWords
- Twitter Flight School Training
- Facebook and Instagram Blueprint Certifications
- The Trade Desk's Trading Academy