# 简历和面试

## DataWhale as a Killer Feature

# 先讲故事，再写简历

- 分析工作描述（Job Description) 中需要的硬技能和软技能

- 思考故事线和人设

- 用经历论证故事线

- 润色语言

# 案例：分析师

## OVERVIEW

Our Marketing Strategy and Analytics team is focused on driving strategy and decision-making through experimentation, data analysis, and the creation of tools (e.g., dashboards and reports) to democratize insights.

We are looking for a Marketing Analyst who is intellectually curious, has strong quantitative skills, and an aptitude for data manipulation, problem solving, and project management. This role will focus on all activities related to incentives including implementation, placement (e.g., product, CRM, app, paid channels), strategy, test design, optimization, and performance.

- A/B test
- Data analysis
- Report
- Project Management

- Curiosity

# 案例：分析师 cont.

**ABOUT THE JOB**

Support A/B or multivariate testing, which includes testing plan development, tracking, statistical back-end analysis, and recommendations

Conduct exploratory analysis (a.k.a. deep dives) into major questions via SQL or other statistical/programming packages

Create and maintain dashboards and visualization tools to facilitate reporting and campaign optimization

Service analytic requests, which includes pulling from dashboards, ad-hoc analysis and trend examinations

Create and manage a process to input, name, track, and report on incentives

Work with Senior Manager to create incentive strategy, KPIs, and goals

Work with product teams and CRM to optimize incentives across multiple locations

Present findings to internal stakeholders

- SQL
- Statistics
- Cross-functional Team work
- Business Sense

# 案例：分析师 cont.

2-4 years working in a marketing analytics role

SQL capabilities - ability to write queries to extract data from our data warehouse

Programming experience with R and/or Python a plus

Strong experimental design and statistical analysis skills

Experience with data visualization tools (e.g. Tableau, Periscope)

Ability to thrive in a fast-paced and dynamic environment

Strong communication skills and experience working in cross-functional teams

Excellent project management skills

Bachelor's degree in math, economics, statistics, engineering, finance, computer science, social sciences, or other quantitative field

**Wolfram Research**                                                    Champaign, IL

*Strategic Development and Technical Project Specialist*         *March 2020 – Present*

- **Strategy Planning:** Consolidate strategic goals and devise actionable plans including partner, productization, and marketing, present to C-Suite level.
- **Business Analytics:** Identify key strategic issues and opportunities, access the product-market fit by research on business performance, market dynamics, end-user needs, and competitive actors.
- **Project Management:** Engage a cross-functional group of stakeholders from R&D, Product to Marketing and PR to drive growth in higher education and K-12 market.

**Columbia University**                                                 New York, NY

*Research and Teaching Assistant*                               *Feb 2019 – Dec 2019*

- **A/B testing:** Run tests on voting behavior, perform machine learning models on massive datasets, and provide recommendations on voter mobilization by dashboarding and review deck building.
- **Automation:** Automate legal case review by Python scripting, close existing gaps between natural language process algorithm and legal research by adding legal case citation lexicon.

**Kantar Media**                                                        Shanghai, China

*Analyst Intern*                                                   *May 2018 – Aug 2018*

- **Partnership:** Orchestrate the composition of annual white paper *China Social Media Landscape 2018* for Product, Design, and Research teams including versioning, quality control, and resourcing.
- **Market Insights:** Deliver risk and opportunity analysis and digital marketing insights about AI chatbot and synthetic image and video on social media in the bilingual report *Social Monthly Digest*.
- **Data Analysis:** Analyze internal global consumer survey, identity trends in advertising across media platforms and highlight localization strategy in Chinese internet.

# "DataWhale as a Killer Feature"

# 我做了什么

## LEADERSHIP

**Society for Quantitative Approaches to Social Research (QASR)**, Columbia Graduate School Council

*Vice President*                                                                                                    *May 2019 – present*

- Promote QSAR among incoming graduate student during 2019 fall semester, attracted about 250 new QSAR email newsletter subscribers; recruit new committee members, represent QSAR in Graduate Council.
- Help the president organizes quantitative skill workshops, present web-scraping workshop.

# 我想证明什么

## LEADERSHIP

**Society for Quantitative Approaches to Social Research**                     Columbia Graduate School Council
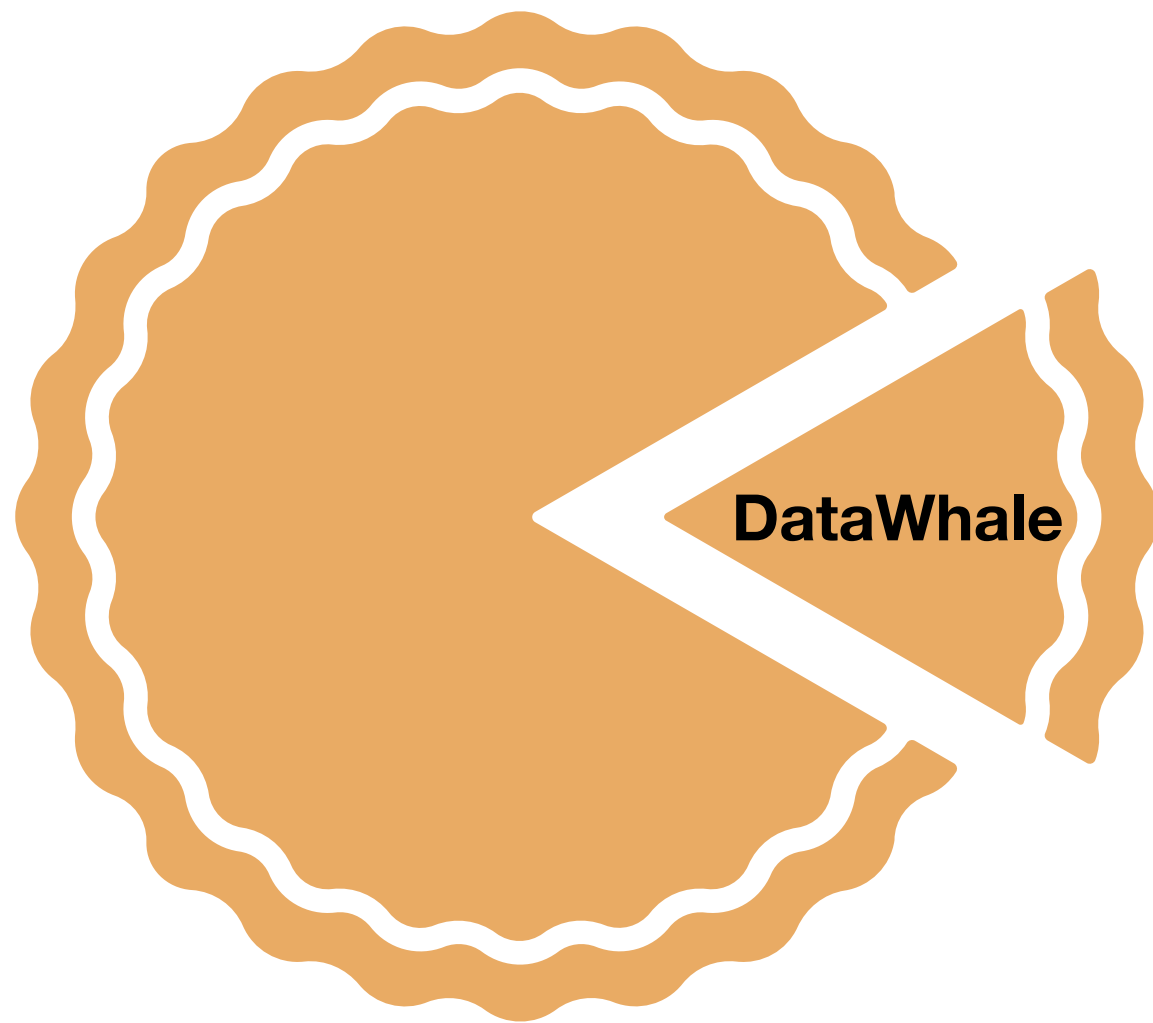
*Vice President*                                                                                                    *Jan 2019 – Dec 2019*

- ***Team Build:*** Triple the new graduate applicants and improve organization structure to evangelize quantitative methods and computation in social science research.
- ***Events:*** Lead *Computational Social Science* series workshops to introduce cloud computing, scraping, and visualization.

# 用对方的语言去证明

## LEADERSHIP

**Society for Quantitative Approaches to Social Research**  Columbia Graduate School Council
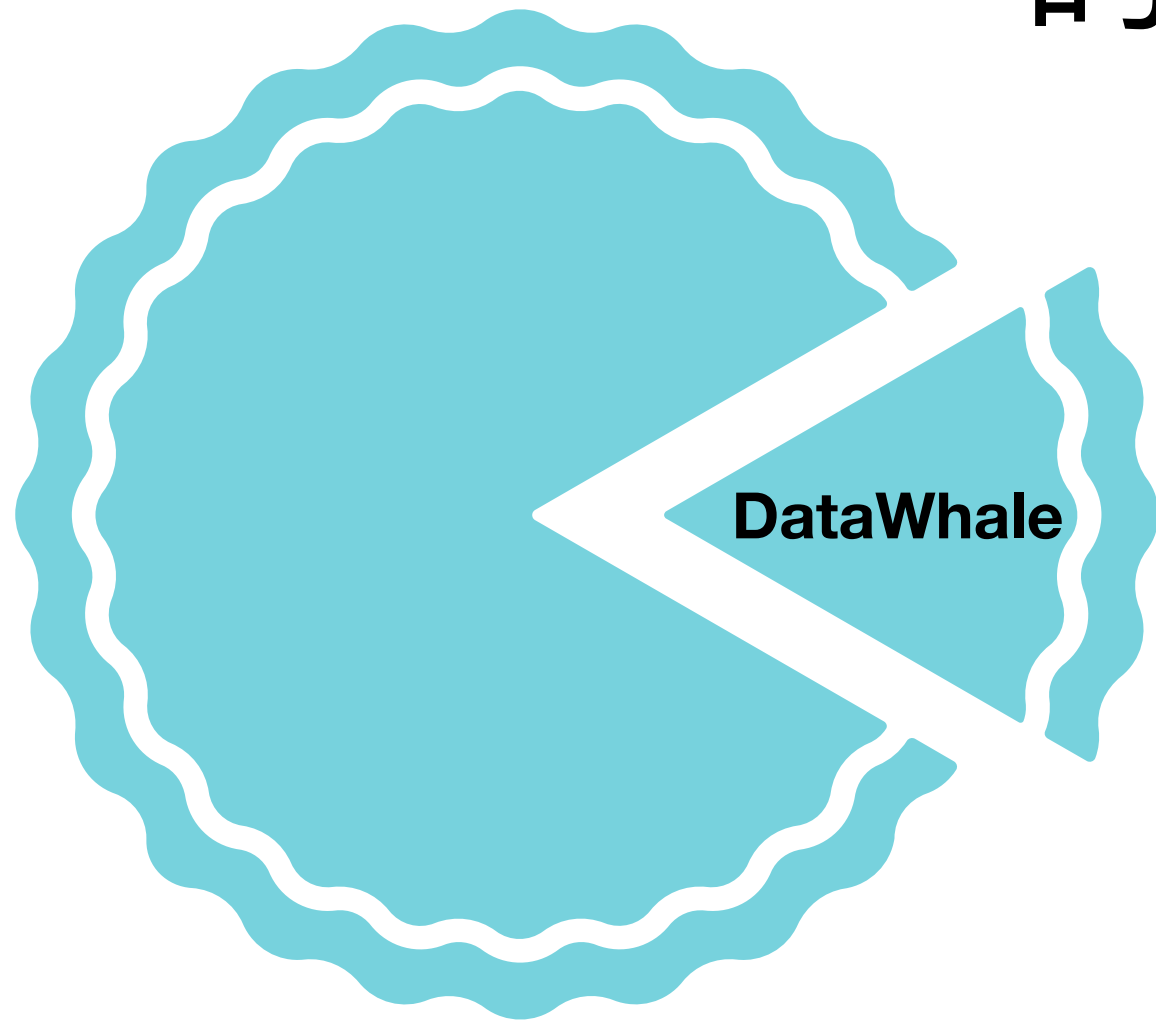*Vice President*  *Jan 2019 – Feb 2020*
- Led growth hacking to get 5x more subscription members by revamping social media and offline tactics.
- Developed partnerships with the Columbia graduate council and research institutes to secure funding.
- Oversaw the roll-out of Computational Social Science workshops, took deep dive into engagement analytics.

# 持续对语言进行润色

## LEADERSHIP

**Society for Quantitative Approaches to Social Research**  Columbia Graduate School Council
*Vice President*  *Jan 2019 – Feb 2020*
- Developed growth strategy and prioritized projects to increase workshops offering and networking support
- Secured sponsorships from social science research institutes and graduate council
- Oversaw the roll-out of Computational Social Science workshops and Girls' Science Day
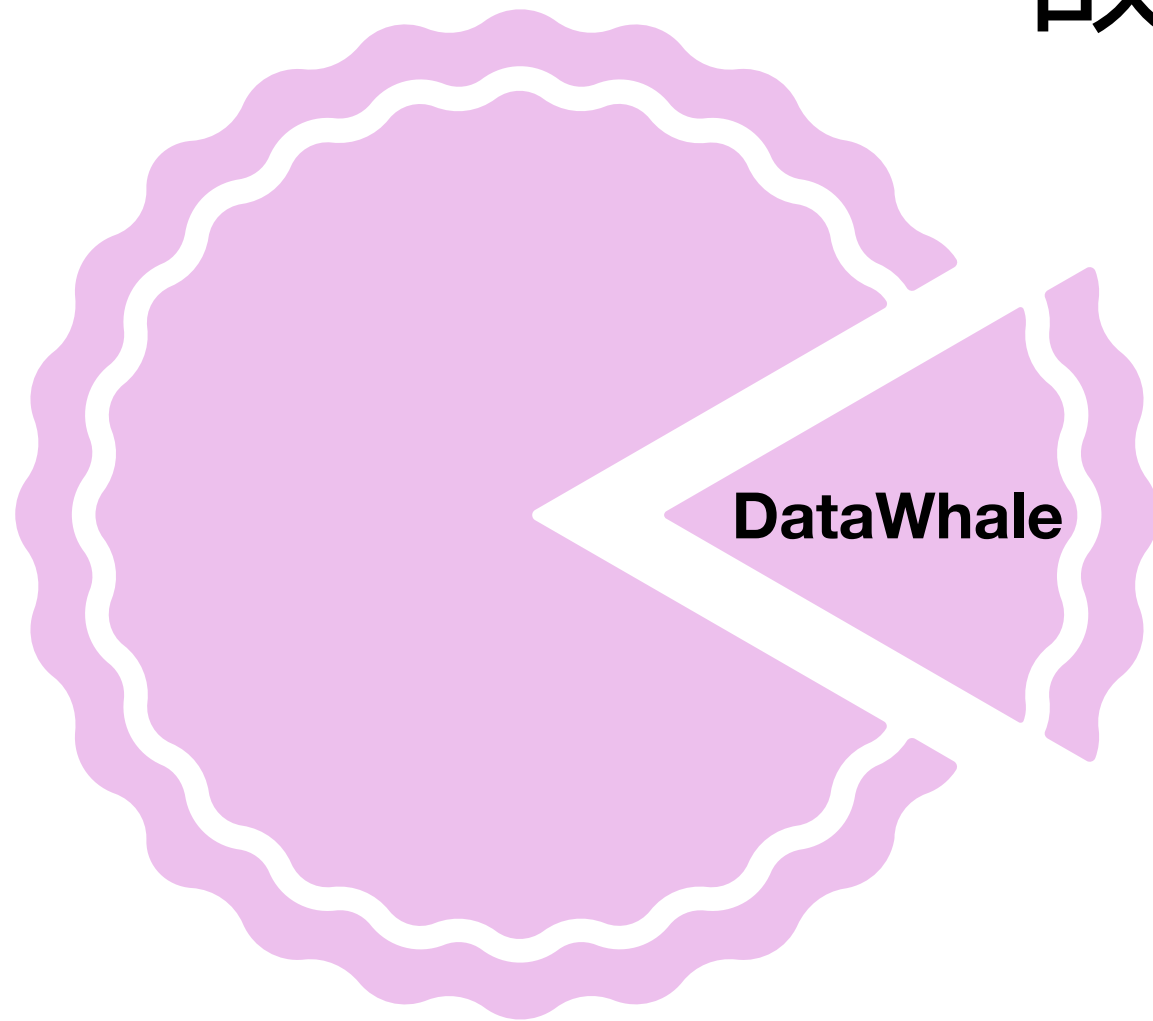
# 如果你缺乏技术项目经验



**DataWhale**

- 突出在DataWhale的组队学习
- 前沿技术讨论
- DataWhale社群的技术人才浓度

# 如果你缺乏领导力/沟通技能的例子

**DataWhale**

- 突出在学习中的讨论和协作
- 立项的创意贡献
- DataWhale的社群属性

# 如果你在面试中缺乏人设/故事线

**DataWhale**

- 在DW的技术讨论证明好奇心
- 持续学习证明自主性
- DW的读书会证明阅读爱好
- 参与社群证明渡人渡己

# Personal Dashboard

把简历/面试相关的文件放在一个面板上



# Job Applications

**Current resume**

📎 YI_Resume_Mar.pdf  206.3KB

📎 Upload or embed a file

**Cover letter template**

📎 Cover Letter.pages  306.5KB

📎 Upload or embed a file

**Portfolio link**

YiAlpha - Overview

Tech & Business Alignment @ Wolfram Research, Social Sciences Research @ Columbia University Arctic Code Vault Contributor Pro A workshop about web scraping I gave at Columbia University during the 2019 Fall semester Jupyter

🐙 https://github.com/YiAlpha



Data & Dive

After posting my experience about using the scrum method for self-management, I received two questions from readers. How to balance leisure time and working hours? It's hard to commit to personal projects like waking up early, reciting vocabulary, or reading books in a pre-set schedule because some ad-hoc tasks might mess up your

http://yidatadive.com

www.linkedin.com

https://www.linkedin.com/in/yialpha/

🎯 **Goal:** Send `20 Applications/month` to sync on the job market and practice self-selling skills

# Job Description Collection

収集优美的职位介绍帮助自己润色简历/面试

🗂️

# JD Collection

😉 This page is to collect beautifully written **Job Descriptions** for `personal benchmarks`

## Applications ⊞ Show All ⌄

🔍 Search ⤢ ⋯ **New** ⌄

| Aa Job Title | ◉ Category | ☰ Company | + |
|---|---|---|---|
| 📄 Data Scientist - Developer Velocity Metrics | Data Scientist | Twitter | |
| 📄 Data Scientist - Experimentation and Causal Inference | Data Scientist | Twitter | |
| 📄 Data Scientist - Product Data Science | Data Scientist | Twitter | |
| 📄 Associate - Strategy & Operations | Strategy & Operation | DoorDash | |
| 📄 Analyst - Support Strategy & Operations | Strategy & Operation | SalesForce | |
| 📄 Manager - Strategy and Operations | Strategy & Operation | Google | |
| 📄 Senior Consultant - Strategy & Business Operations | Strategy & Operation | DELL | |
| 📄 Sr. Manager - Strategy and Operations | Strategy & Operation | Twitter | |

# 欢迎讨论

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