**Yi Qin**

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**Education**

University of Southern California, Master of Science August 2023 - Present

Major: Communication Data Science

Syracuse University, Bachelor of Science September 2019 - May 2023

Major: Public Relations, Minor: Economics GPA: 3.7, Dean’s List (2019-2023)



**Working Experience**

**Velvet.Co (New York City, NY), Intern**  March 2023- June 2023

* Conducted comprehensive data analysis for 5 clients across various industries, including fashion, influencer marketing, and beauty. Utilized advanced analytics tools to identify key market trends, contributing to a 30% increase in client engagement and market presence through data-driven insights.
* Actively participated in weekly data review sessions, consistently bringing forward data-driven insights and strategies. Played a pivotal role in maintaining effective communication with clients, presenting data findings to inform decision-making. Successfully influenced the implementation of three client strategies based on analytical recommendations.
* Led data-centric brand promotion strategies for clients NEIWAI and Maison de Hoe, formulating detailed data analysis plans and timelines. This approach facilitated successful collaborations with over 10 influencers, backed by targeted data insights.
* Designed and managed targeted advertising campaigns on Instagram and TikTok, focusing on data-driven optimization to enhance brand awareness. Analyzed campaign performance data, leading to over 5 million impressions, and reaching 1.5 million users through strategic data utilization.

**QUANTI (New York City, NY), Intern** August 2022-January 2023

* Initiated data-driven outreach to influential social media accounts, successfully negotiating collaborations with 30 key influencers, leveraging statistical analysis to maximize brand visibility and audience engagement.
* Managed and grew the QUANTI Instagram account by creating and curating organic content based on customer data segmentation. Implemented a rigorous posting schedule informed by A/B testing and continuous performance monitoring, achieving a growth of 3K followers in six months through data-led strategies.
* Utilized Excel and Meta's analytics tools to perform weekly detailed analyses of Instagram engagement metrics. Translated data into actionable strategies, resulting in a 15% increase in organic engagement rate and produced in-depth reports to evaluate platform effectiveness.
* Employed advanced data analysis techniques to inform strategic decision-making, uncovering trends and patterns within QUANTI's digital footprint. Performed thorough data investigations into site performance to inform and enhance marketing initiatives, e-commerce strategies, and UX/UI design for QUANTI's online presence.

**Daily Orange, Syracuse University (Syracuse, NY), Writer** September 2021- May 2022

* Conducted over 30 structured data collection processes through email interviews with leaders of student organizations at Syracuse University, analyzing the data to facilitate new student integration and highlight the university's offerings.
* Synthesized on-campus activities data into weekly analytical reports, publishing 10 comprehensive pieces on student life that collectively garnered 10,000 views, contributing to a 10% increase in readership for the campus publication.
* Demonstrated proficiency in SQL for data cleaning, transformation, and analysis of interview datasets. Created visual data representations to communicate complex insights clearly and effectively.
* Applied econometric models to investigate cause-and-effect relationships within campus club activities, leveraging predictive analytics to inform content development with a forward-looking analysis of student engagement trends.



**Academic Experience**

**Crisis Public Relations Research Paper (Syracuse, NY), Contributor** September 2021- December 2022

* Conducted in-depth data analysis and authored detailed reports on crisis management, offering tailored strategies for potential clients in various sectors. Specialized in utilizing social media platforms, like TikTok, to understand and mitigate crisis impact through communication strategies.
* Employed a combination of traditional data-gathering techniques and contemporary analytical frameworks such as BCO Strategy and Redirection Strategy to compile comprehensive intelligence, enabling clients to approach crises with innovative and well-supported plans.
* Leveraged advanced statistical tools and critical thinking skills to analyze crisis communication data, delivering strategic insights and actionable recommendations to clients through sophisticated Excel models.
* Engaged in collaborative research initiatives with academic peers and professors, focusing on enhancing the quality of research papers through the integration of multidisciplinary approaches and rigorous data analysis, ensuring thorough and informed outcomes.



**Skills**

* **Analytical Skills**: Google Analytics, SQL, Tableau, Advanced Excel
* **Software Skills**: Microsoft (Excel, PowerPoint, Word) and Adobe (Photoshop, Illustrator, InDesign, Premiere)
* **Social Media Platforms**: WeChat, Twitter, Meta, and TikTok
* **Language Skills**: English (fluent), Chinese (native speaker), Japanese (conversational), French (beginner)