

# Zhihan (Kay) Gao

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## EDUCATION

### EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Atlanta, GA

Master of Science in Business Analytics (MSBA) — STEM credentialed program

May 2018

- GMAT 740 (97<sup>th</sup> percentile) | GPA 3.71/4.00 (1<sup>st</sup> semester) | Student Ambassador

### CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS

Beijing, China

July 2017

- B.Econ., International Trade and Economics (International Trade / Financial Risk Management)
- GPA 86.90/100
- President of International Business Negotiation Association
- Victoria University's English National Outstanding Student of 2015 (1 out of 3000)

## DATA SCIENCE COMPETENCIES

**Analytics Tools:** R, Python, SQL, Pig, Hive, Hadoop, AWS, Tableau, RapidMiner, SPSS

**Techniques:** Machine learning (predictive modeling / data mining), sentiment analysis, data visualization, social network analysis

## EXPERIENCE

### PAIRES

Beijing, China

Internet start-up providing short and long-term housing rental service

#### Marketing Analyst Intern

10/2016 - 12/2016

- Analyzed short-term apartment rentals and hotel data in target areas; interpreted data and identified factors contributing to the popularity of homestay business
- Collected and analyzed data through survey to provide insights into customer preferences; presented findings to manager and recommended suggestions to improve Paires' service, resulted in 100% positive customer feedback after implementing suggestions
- Led team of four to conduct competitor analysis; delivered report to senior leadership on competitor's operating model; developed market entry strategies; which when implemented, opens a sizable new market and will contribute about 1/6 of the whole revenue
- Researched key performance indicators related to the value proposition of Paires' accommodation service and determined its competitive position; published promotional articles on social media and organized advertising campaign in sponsored events

### CHINA GALAXY SECURITIES

Beijing, China

Investment bank specializing in securities trading, investment advisory and assets management

#### Financial Analyst Intern

12/2015 - 02/2016

- Wrote SQL to retrieve data from clients' database and identified the most potential customers for a newly launched financial product; managed clients pitching process to promote financial product, resulted in 96.7% conversion rate
- Graphed sales performance in Excel and maintained clients' database
- Provided consulting services for clients to help create financial plan
- Educated clients on options trading and increased the option test pass rate from 93.3% to 100%; guided 36 clients to open margin/option accounts, and thus, grew customer base.

## ADDITIONAL INFORMATION

- Founded International Business Negotiation Association in March 2016 and built core team of six people
- Team Captain: Won first place in national contest "BFSU CUP" Collegiate Invitational Contest for Future Top Business Negotiators
- Volunteer tutor for 5th grader for three months resulting in student's math grade increasing from 67 to 89
- Interests: Avid city runner, finished 2016 Beijing Marathon