

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 (97th percentile) | GPA 3.71/4.00 (1st semester) | Student Ambassador

CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS

Beijing, China

- B.Econ., International Trade and Economics (International Trade / Financial Risk Management)

July 2017

- 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, 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