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 | 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: SQL (Advanced), Tableau (Advanced), R (Advanced), Python (Advanced), Excel (Advanced), Hadoop (Intermediate), AWS (Intermediate), RapidMiner (Intermediate)

Techniques: Data visualization, machine learning, marketing analytics, sentiment analysis, social network analysis

EXPERIENCE

PAIRES | Internet start-up providing short and long-term housing rental service   Beijing, China

Marketing Analyst Intern   *10/2016 - 12/2016*

- Analyzed short-term apartment rentals and hotel data; identified factors that influenced popularity of homestay business
- Collected and analyzed data through survey to provide insights into customer preferences; recommended suggestions to improve Paires' service, resulted in 100% positive customer feedback after implementing suggestions
- Led team of four to conduct competitor analysis by developing its operating model; developed market entry strategies, which opened a sizable new market and contributed 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 | Investment bank   Beijing, China

Financial Analyst Intern   *12/2015 - 02/2016*

- Retrieved 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%; Grew customer base by guiding 36 clients to open margin/option accounts

ACADEMIC PROJECTS

- Used R to visualize 'Top 100 CEOs Final 2016' dataset – Insight: Most externally hired CEOs among the Top 40 performed better than internally promoted CEOs
- Created dashboard in Tableau to visualize FIFA football players' performance
- Predicted views of YouTube videos based on video tags; used natural language processing (nltk package) in python
- Built Spam-detecting machine learning classifier; used Naive Bayes, Logistic Regression, Decision Tree, etc. in R

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