

Zichen (Zoe) Huang

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SUMMARY

An analytical professional who blends academic training in data analytics with hands-on experience from a top-tier consulting firm and a direct-to-consumer skincare brand. Conversant with eCommerce and digital products. Proven ability in connecting data points to create actionable insights.

PROFESSIONAL EXPERIENCES

Evereden

New York City, NY

Data and Ecomm Senior Manager

Sep 2021 – Present

- Built internal interactive dashboard using R flexdashboard to visualize the reports: new customer acquisition, retention rate, LTV, replenish intervals, Market Basket Analysis, and order sequence. This dashboard has been used to identify customer purchase patterns and to provide personalized recommendations
- Built product-level models for sales forecasting and demand planning
- Conducted A/B test to identify better send time and email length to different segments

Data Analytics and Digital Product Manager

Jan 2021 – Aug 2021

- Led recurring reporting with actionable insights to drive dynamic day-to-day business decisions
- Developed strategies to retain customers through Email, SMS, referral program, subscription program, and loyalty program, resulting in an over 80% QoQ increase in the number of orders from existing customers
- Executed email campaigns and automated flows. Strategically segmented users by leveraging the RFM model

Ecommerce & Data Analyst

Mar 2020 – Dec 2020

- Oversaw budgeting, developing, and optimizing advertising campaigns on Amazon, which resulted in an over 100% YoY growth in Amazon sales
- Took ownership of DTC website updates on a recurring and ad hoc basis, including new products set up, review collection from customers, and referral program
- Conducted keyword research and built SEO content strategy, which lifted organic impressions by 25% MoM

Taste Labs

New York City, NY

Data Scientist Intern

Sep 2019 – Dec 2019

- Built a recommendation engine to recommend movies and tv shows to users using collaborative filtering
- Improved algorithm efficiency and reduced the runtime by 25%
- Crawled movie reviews from public sources using Python and conducted sentiment analysis

New York City Council

New York City, NY

Data Scientist – Capstone Project

Sep 2019 – Dec 2019

- Developed Linear regression model to examine the efficacy of the Vision Zero Action Plan in New York in reducing the number of cyclists killed or injured
- Conducted hypothesis testing, spatial analysis, and time-series analysis to find patterns of collisions seasonality and cyclists' safety scores in different boroughs
- Managed the capstone project by leading an 8-person data team, delegating tasks, providing performance feedback, liaising with stakeholders, and presenting reports to senior management

Deloitte Consulting

Beijing, China

Business Analyst Intern

Dec 2017 – Aug 2018

- Continuously analyzed the requirements of the information management system for a global automobile manufacturer client and designed prototypes using Xmind and Axure
- Performed agile development with Engineering to upgrade the system based on client's feedback and market trends and tested system independently before Go-live and supported the daily maintenance of the system
- Prepared proposal and required deliverables based on RFP for four bidding projects

EDUCATION

Columbia University

New York City, NY

MS in Applied Analytics (4.15/4.30)

Sep 2018 – Dec 2019

- Selected awards: 1st Place and InterSystems Challenge award in 2019 MIT Healthcare Hackathon
- Relevant coursework: Applied Data Science (A+), Managing Data (A+), Natural Language Processing (A)

Beijing Normal University

Beijing, China

BS in Accounting (3.96/4.00)

Sep 2014 – Jun 2018

- Selected awards: National Scholarship (Top 1%), First Prize Scholarship, Merit Student, Outstanding Graduate, Meritorious Winner in 2018 Interdisciplinary Contest in Modeling
- Relevant coursework: Probability Theory and Mathematical Statistics (100), Advanced Mathematics (99)

SKILLS

Data Analytics and Visualization: R, SQL, Python, Excel, Tableau

Platforms: Shopify, Klaviyo, Yotpo, Amazon Seller Central, Google Analytics, Google AdWords, Google Search Console, Google Data Studio, Facebook Ads, Criteo, SEMRush, Friendbuy