

Wei Jou (Zoey) Huang

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EDUCATION

Columbia University, Master of Science, Applied Analytics (Emerging Technologies Concentration) Expected Dec 2026
• Relevant Coursework: Strategy and Analytics, Applied Analytics in the Organizational Context, Data Analytics Using SQL and Relational Databases, Applied Machine Learning I & II, Market Research, Storytelling with Data and AI

University of California, San Diego, Bachelor of Science, Business Psychology 09/2021 - 06/2025
• Relevant Coursework: Product Marketing & Management, Business Analytics, Business Innovation & Growth, Industrial-Organizational Psychology, Social Psychology, Project Management in Health Services

CERTIFICATIONS

Introduction to Data visualization with Matplotlib — DataCamp (Aug 2025) | Introduction to SQL — DataCamp (Aug 2025) | Python for Data Science, AI & Development — IBM (Jul 2025) | Python Project for Data Science — IBM (Jul 2025) | Foundations of Digital Marketing & E-commerce — Google (Jan 2025)

PROJECT & PROFESSIONAL EXPERIENCE

E-Commerce Customer Segmentation & Forecasting Project (Python), Self-Directed | New York, NY 08/2025 - Present
• Built an end-to-end analytics pipeline on the UCI Online Retail dataset (500k+ transactions), cleaning and transforming raw sales data into actionable KPIs
• Designed an RFM segmentation model to profile 4,000+ customers and applied Market Basket Analysis (Apriori) to uncover product bundling opportunities
• Forecasted daily revenue using Holt-Winters exponential smoothing and visualized insights (top products, countries, and trends) to support marketing and inventory planning

Credit Risk Modeling & Approval Prediction Project (Python), Self-Directed | New York, NY 07/2025 - 08/2025
• Built and optimized a logistic regression model on 690+ anonymized applications, cleaning, imputing, and encoding features to achieve 84.1% accuracy with balanced precision and recall
• Created visual performance dashboards (confusion matrix, ROC/AUC) to support risk assessment and simulate financial decision-making scenarios
• Compared Logistic Regression with Random Forest benchmarks, evaluating tradeoffs in interpretability vs. accuracy for credit risk modeling

Telecom Customer Churn & Retention Project (Python), Self-Directed | New York, NY 06/2025 - 07/2025
• Integrated and transformed 6,500+ demographic and usage records, engineering KPIs for churn tracking, sales pipeline health, and customer lifetime value (CLV)
• Trained and tuned predictive models (Ridge Classifier, Random Forest) in Python, achieving ~79% test accuracy and uncovering key churn drivers
• Delivered data-driven retention strategies through presentations and visualizations, aligning technical findings with business priorities in customer retention

Our National Conversation, Social Media Marketing Intern | San Diego, CA 01/2024 - 01/2025
• Conducted market research and performance analysis using Meta Business Suite to inform GTM strategies, boosting followers by 13% and engagement by 10%
• Created cross-platform dashboards to monitor key performance metrics (CTR, engagement rate, reach) and recommended optimizations to leadership
• Collaborated cross-functionally to gather requirements and deliver data-driven content strategies across multiple channels

Ruth Carson (E-Commerce Brand), Founder | San Diego, CA 05/2023 - 05/2025
• Conducted market research, competitive analysis, and pipeline management for ad campaigns, increasing brand awareness by 20%
• Managed Shopify analytics and Google Sheets/Tableau dashboards to evaluate sales performance and inform product portfolio expansion
• Used Excel pivot tables and statistical methods to optimize marketing ROI and develop solutions for growth

Moon Pads (E-Commerce Brand), SEO and Marketing Intern | San Diego, CA 07/2023 - 10/2023
• Launched and tracked 12 targeted email campaigns for special offers, product discounts, and weekly newsletters on period poverty awareness, leveraging Excel, Google Sheets, and automation to monitor KPIs—achieving a 22% increase in engagement
• Conducted market research and business analysis to refine GTM messaging and sales strategy, aligning campaigns with growth objectives and product portfolio positioning
• Updated blog content with SEO-focused analytics and visualization, improving web traffic by 15% while maintaining data quality and reporting via Tableau and Google Sheets
• Coordinated 150+ influencer outreach campaigns, applying pipeline management and operational support processes to improve acceptance rate to 9% (benchmark: 3%)

CORE SKILLS

Python (Pandas, Matplotlib, Scikit-Learn) | SQL | R (ggplot2, geom_tile) | Tableau | Excel (Pivot Tables, Advanced Formulas) | Google Sheets (Dashboards, Automation) | Microsoft Office | Google Workspace | KPI Development | Performance Metrics Tracking | Market Research | Statistics | A/B Testing | Data Visualization | Critical Thinking