

QIANYU (ALETTA) DONG

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EDUCATION

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY

Master of Science in Marketing Analytics (STEM-certified program)

Dec. 2020

Simon Vision Consulting – Consultant; Simon Pricing Club – Member

Available for full time work from May

Cummulative GPA: 3.8/4.0 (Dean's List)

FUDAN UNIVERSITY - Shanghai, China

Bachelor of Arts in German Language and Literature

June 2019

Awarded Outstanding Student Scholarship – Three Semesters

ANALYTICS PROJECTS

Monro, Inc. - Rochester, New York

Jan. 2020 – Apr. 2020

Marketing Analyst Intern (Project)

- Cleaned 300,000+ transaction data with R to conduct RFM analysis and customer segmentation; provided targeted promotional strategies to refine client's CRM and increase revenue.
- Built predictive models to predict new customers' survival time and improve customers' retention rate.

HELOC Decision Support System Project – Rochester, New York

Dec. 2019

- Cleaned data, extracted features and constructed data pipeline to transform 10,000+ transactions to structured data using Python. Built fine-tuned machine learning models to evaluate risk level of Home Equity Line of Credit (HELOC) applications, and created an interactive interface, supporting sales representatives' decision making.

PROFESSIONAL EXPERIENCE

UNILEVER CHINA - Shanghai, China

Nov. 2018 - Mar. 2019

Consumer & Marketing Insights Intern, Consumer & Marketing Insight

- Extracted data from Nielsen Answers, Kantar WorldPanel, EuroMonitor and Mintel GNPD to perform trend analysis of 150+ brands of Home Care industry, which was used to develop OMO's marketing strategies.
- Conducted interviews with industry experts, gathered consumer comments from E-Commerce platforms and consolidated various reports to understand market trends and consumers' needs in dry wash industry; organized workshops for marketing teams aimed at improving their understanding of market and motivation.
- Observed and interviewed 30 consumers regarding purchasing behavior to gain their perception of package design; insights helped refine the product design.

IPSOS BUSINESS CONSULTING - Shanghai, China

June 2018 - Sept. 2018

Consultant Intern, Social Intelligence Analytics

- Authored 27 weekly and monthly report for Pernod Ricard China to present social listening findings with Excel, especially brand tracking, sentiment analysis and case study of successful campaigns; improved client's understanding of market and consumers.
- Generated insights to help client understand alcohol consumption preferences of 7 consumer segments by analyzing 2.1M text data collected from social media; visualized text data by generating 70+ graphs and word clouds with Python, enhancing visuality of report.
- Utilized Excel functions to refine template, improving delivery time of weekly report by two hours.

AUDATEX CHINA - Shanghai, China

Mar. 2018 - May 2018

Marketing Analyst Intern, Marketing

- Led a user experience research and designed survey questions; wrote SQL queries to extract Email addresses and cellphone numbers of 1,000+ active users, distributed questionnaire through three channels, and collected 305 valid questionnaires, exceeding expected response volume by 50%.
- Processed, analyzed and visualized survey data with Tableau, delivered key insights which provided critical support for product update.

ASSETS & INTERESTS

- **Tech-skills:** MS Office (PPT, Excel, Word), SQL, R, Python, Tableau and Google Analytics.
- **Languages:** Chinese (Native); English (Business proficient, TOEFL 109, GMAT 750); Japanese (Fluent, JLPT N1: 165/180, top 3%); German (Fluent, B2).
- **Interests:** Amateur translator (co-translated one book for publishing); J-pop lover and hobby singer (five semesters on stage during undergraduate); Avid traveler (have been to 18 countries).