

# Ashley Zhang

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## EDUCATION

**University of Toronto (UofT)** | Toronto, Ontario

*November 2022*

Honors Bachelor of Science, majors in Mathematics and Statistics

Coursework: Statistical Methods for Machine Learning, Statistical Computation, Combinatorics, Probability

## WORK EXPERIENCE

**Assetsoft Consulting Pvt. Ltd. | Business Analyst** | Markham, Ontario

*May 2021 - Sept 2021*

- Translated client business requirements to technical aspects in Yardi property management and MRI real estate software with UiPath robotic automation for lease abstraction, bookkeeping, and CAM audit
- Implemented and configured workflow automations in Zoho CRM for generating qualified sales leads, streamlining internal business processes and increasing response rate to clients by 67%
- Communicated with clients and American Express to provide technical support on SAP Concur invoice and expense management system

**Side by Side Agency | Co-Founder** | Toronto, Ontario

*April 2020 - Present*

- Spearheaded partnerships with 12 student-led organizations to bring awareness of social justice issues and educational and career guidance for over 2,000 students across 25 events within six months
- Led a team of 20 university students and developed a curriculum to conduct a virtual research program for 50 high school students, addressing systemic barriers within academia and STEM careers

**UofT Dragon Boat Team | Director of Public Relations** | Toronto, Ontario

*Aug 2020 - Aug 2021*

- Designed unique digital marketing campaigns to obtain a \$3,000 sponsorship from Manulife for recruitment initiatives and over \$1,000 in donations, exceeding event goal by 21%
- Collaborated with alumni and different university dragon boat teams to promote fitness and healthy lifestyle habits through 15+ online and in person events for over 250 students

## SELECTED PROJECTS

**Forecasting 2021 Canadian Federal Election**

*October 2021*

- Fitted a log-linear multinomial model using nnet in R to predict a winning party in each riding
- Applied poststratification over various combinations of predictors from the 2019 Canadian Election Survey and 2016 Canadian Census to forecast final predictions of specific seats for each party
- Presented results at the 2021 Toronto Data Workshop hosted by Dr. Rohan Alexander

**UofT Statistics Competition: Analyzing Liveability in Toronto**

*August 2021*

- Won Best Insight (out of 20 teams) by using Open Data datasets to construct liveability scores based on five weighted categories derived from *The Economist's Global Liveability Index*
- Performed k-means cluster analysis in R to differentiate the liveability levels in Toronto neighborhoods
- Analyzed income and education predictors from 2016 Canadian Census with respect to liveability scores fitted by a linear mixed model in R for each cluster

**American Statistical Association DataFest**

*May 2021*

- Won Best Visualization by analyzing medical drug misuse cases from 2019 US drug use and misuse data
- Utilized logistic generalized linear models in R to analyze the probabilities of drug misuse with respect to income bracket levels and further analyzed behavioral and social factors associated with drug misuse

**UofT Machine Learning Hackathon**

*March 2021*

- Finalist of UofT TechXplore's machine learning hackathon by utilizing sentiment analysis to censor and warn users of misinformed tweets relating to COVID-19 on Twitter
- Scraped tweets using Twint and applied soft margin SVM in Python to classify and determine the threshold of subjectivity and polarity within tweets

## SKILLS

**Languages/Tools:** R, Python (NumPy, scikit-learn, Pandas), SQL, Tableau, Matplotlib, Excel

**Skills:** Mandarin (Native Fluency), French (Limited Proficiency) | **Interests:** tennis, softball, rock climbing