

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

Sept 2018 - 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

UofT Google Solution Challenge Hackathon

April 2021

- A platform for students to create and collaborate on technical projects to foster a sustainable community
- Conducted user research on campus to build a responsive mobile app in Flutter that stores user data and project descriptions in Cloud Firestore, available in iOS and Android

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