CELINE XU ZHANG

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📞 (513)-488-7336

📍 Plano, TX

🎓 EDUCATION & CERTIFICATION

2011 – 2016

University of Cincinnati

B.B.A. Accounting

University of Cincinnati

M.S. Management of Information System

University of Cincinnati

Data Analytics Graduate Certificate

⚙ TECHNICAL SKILLS

Advanced Excel

SQL / Tableau / Qlik

Python / R / IBM SPSS

🏅 AWARD

2016 Teradata Data Challenge Competition
Honorable Mention

PROFESSIONAL EXPERIENCE

Deloitte & Touché LLP Consultant, 2016 - 2018
Serve as Data Analyst

∴ Collaborate with cross-functional team, develop **Qlik dashboard** to socialize **shareholder value matrix with profitability model** - Provide insight on clients' and its competitors on cost analysis and business performance to identify strengths and weaknesses

∴ Develop **Tableau** business performance management dashboard for practice leadership - provide insight on annual revenue & budget planning

∴ Collaborate with team to develop dashboards wireframe and presentation materials for national audience. (presentation materials include speech script, PowerPoint template, charts etc.)

∴ Develop Qlik dashboard training material and lead, trained, managed US India team on maintenance of Qlik dashboard

Serve as IT Auditor

∴ Perform **General IT control testing** related to financial audit, SOX, and internal audit for Consumer & Industrial Product clients

∴ Coordinate with client contact and **conduct interviews/walkthrough** with clients, gain understanding and effective evaluate IT environments and controls as related to supporting business process.

∴ Evaluate **design and test operating effectiveness** of internal control for financial audit, SOX, and third-party reporting. Communicate results with senior team leader and remediate deficiencies; complete audit engagement deliverables timely

Serve as AML/**KYC** Regulatory Compliance Analyst

∴ Effectively analyze over 150 cases/month. Utilize LexisNexis, Bloomberg etc. investigate and identify high risk customers, remediate PEP and adverse news to ensure the client meets SEC compliance standards

∴ Lead Asia-Pacific region OEM (Original Equipment Manufacturer) vendor KYC compliance remediation with native Chinese language skills

∴ Develop and manage team (over 60 team members) automated Excel PTO calendar/tracker, assist manager monitoring daily workflow with **Excel Pivot** table to ensure team's productivity

ENTREPRENEURSHIP & ANALYTICS

EcomOneStop Co-Founder, 2018 to Present
Web Application based Startup Company, focus on helping 1.2 million Amazon sellers finding profitable products to sell on Amazon

∴ Website user experience design

∴ Develop **Spark (PySpark)** scripts that runs on **AWS EMR** services to perform **ETL** process

∴ Developed **Data Lake** Strategy: MongoDb -> MongoDb Spark Connector -> PySpark -> MongoDb

Teradata Data Challenge Competition Team Member, 2016

∴ Exploratory benchmarking study to identify 10 – 20 colleges which can help target college for its strategic plan

∴ Collaborate with team to understand business requirements, data cleaning (remove schools that do not meet business requirements, cleaning missing value), feature engineering (feature selection), model building and data visualization utilized MS Power BI, MS Excel, IBM SPSS, and Tableau