

QI SHI

qi.shi.analyst@gmail.com

+1(647)904-1336 / +86 188 9655 6492

Available for calls and video interviews upon request. Prefer initial contact via email or LinkedIn.

LinkedIn: <https://www.linkedin.com/in/qi-shi-analyst/>

Qualifications Summary

Data-driven analyst with 4+ years of experience in market research, data-informed decision-making, and client relationship management across U.S. and Canadian markets. Certified in Microsoft Power BI (PL-300), Google Analytics, Google Ads Search, and PMP (in progress) with hands-on expertise in CRM platforms, performance reporting, and digital marketing analytics. Familiar with Agile methodologies as part of project management training and practical cross-functional collaboration. Technically curious and AI-adaptive—skilled in leveraging AI tools to accelerate research and generate insight drafts, while ensuring all outputs are critically reviewed for strategic decision-making. Proven success in cross-border e-commerce, business process optimization, and contract negotiation. Trilingual in English, Mandarin, and advanced Russian, with a strong global business perspective.

Skills

- **Data Analysis & Market Research:** Skilled in leveraging Excel (Pivot Tables, VLOOKUP, INDEX/MATCH, Power Query), Power BI (PL-300), Tableau, SQL and Google Analytics to conduct multi-channel performance analysis and generate actionable campaign insights.
 - **AI-Augmented Research & Prompt Engineering:** Proficient in AI tools (ChatGPT Plus, Perplexity Pro, Gemini-cli, NotebookLM) to automate research, summarize insights, and assist with workflows—with all outputs reviewed and quality-controlled.
 - **CRM Management:** Experienced in building and maintaining strong client relationships, proficient in HubSpot CRM for managing pipelines, automating workflows, and tracking customer engagement.
 - **Project Management (PMP in Progress):** Applied core principles of Agile and iterative delivery while leading cross-functional teams in fast-paced environments.
 - **Trade Support & Coordination:** Understanding of trade processes, capable of assisting in trade administration and coordinating commercial activities.
 - **Multilingual:** Fluent in English, Chinese, and advanced Russian, with expertise in cross-cultural communication.
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Project

Get Casely – TikTok Shop Market Entry Project (US Audience)

Oct 2023 - Jan 2024

1. **Sales Growth: Drove 2,500+ orders in 3 months** by launching Get Casely's TikTok Shop for the U.S. market with a 3-person team, leveraging rapid A/B testing and real-time pricing optimization.
2. **Market & Pricing Strategy: Improved campaign conversion rates** by using Fastmoss, Hubspot, TikTok Analytics and Insights to identify high-performing SKUs and collaborating with vetted influencers whose

content showed high conversion potential; maintained influencer partnerships and adjusted product mix based on sales performance.

Experience

Obio Tech / Digital Marketing Analyst(Reference available from executive-level supervisor)

Feb 2025 - June 2025

1. **Lead Generation:** Doubled qualified leads on a flat budget by launching and optimizing **Google Ads** and **Bing Ads** in collaboration with a cross-functional team.
2. **Email Marketing:** Increased open rates from 5% to 15% through targeted **A/B testing** and improved segmentation using **HubSpot** and **Mailchimp**.
3. **Analytics & Reporting:** Accelerated performance reporting using **Excel**, **Power BI** and **Google Analytics** to support data-driven campaign optimization.
4. **AI Integration:** Streamlined workflows with **ChatGPT Plus** and **NotebookLM** for research and content drafting, with critical manual validation.
5. **Cross-Border Strategy:** Supported North American outreach by tailoring campaigns for pharma and biotech clients, adapting tone and message for international audiences.

COSCO Shipping Group / Marketing Supervisor

Oct 2018 - Oct 2022

1. **Global Client Operations:** Contributed to the successful execution of multi-million CAD trade contracts by assisting with client communication, document preparation, and internal coordination across **sales, logistics, finance, and production teams**.
2. **Market & Pricing Support:** Enhanced pricing strategy accuracy by conducting market research and competitor analysis to support product positioning and pricing discussions across international business units.
3. **Multilingual Communication:** Facilitated multilingual communication with overseas clients and internal stakeholders in **Mandarin, English, and Russian**, helping to resolve issues and maintain project alignment.

Certifications

Project Management Professional (PMP) – In Progress

Expected August 2025 (Exam in June 2025)

Google Analytics Certification

Google Ads Search Certification

Microsoft Certified: Power BI Data Analyst Associate (PL-300)

Education

Humber College / Business Insights and Analytics

Jan 2023 - Aug 2024

Soochow University / Bachelor of Arts in Bilingual Studies (English and Russian)

Sep 2012 - Jun 2018