Josie Zhang

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WORK EXPERIENCE

RadiumOne
  Optimization Analyst
- Developed a data-driven process for campaign management including sales planning, campaign optimization and insights reporting; identified techniques to continuously improve and streamline this process
- Analyzed campaign data in Hive/SQL and Tableau to inform optimization strategies and drive business decision-making
- Partnered with Data Science to develop models on audience behavioral targeting; designed A/B testing to validate the results; collaborated with Product and Engineering to productize and integrate the modeling into the ad serving platform
- Presented optimization tactics and campaign insights to the client services team using data visualization

chrisad   San Rafael, CA 94903
  Research&Analytics Intern   06/2014 – 08/2014
- Designed a survey to collect the demographics, attitudes, behaviors and office performance of dentists
- Using survey data, built a predictive model to help dentists improve their office performance by a projected 30%
- Authored and presented research findings to over 500 dentist clients (presentation at http://bit.ly/chrisadpresent)
- Attributed client's web traffic to different channels in Google Analytics; developed multi-channel conversion strategies for display ad, email, social media, SEO and mobile
- Analyzed click stream data within the website; redesigned the layout of the webpages accordingly

Merkle Inc.   Shanghai, China 200136
  Marketing Campaign Analyst   03/2013 – 08/2013
- Converted client's business requirements into database queries and actionable marketing campaign output files
- Independently executed market segmentation; created A/B testing across and within segments
- Developed targeted email marketing campaigns using SQL queries in SAS Marketing Automation
- Monitored campaign results; resolved issues and optimized the entire campaign management process
- Earned 9+ points of satisfaction (on a scale of 1 to 10) from client DELL

PROJECT EXPERIENCE

josiezhang.com   Chicago, IL
  Designer & Web developer   09/2014 – 02/2015
- Designed and developed personal portfolio website from scratch using HTML/CSS and JavaScript
- Implemented events tagging and experiments on the website in Google Analytics for testing and optimization

Air Miles Canada   Chicago, IL
  Data Analyst   02/2014 – 03/2014
- Cleaned and rolled up over 50,000 cases of transaction-level data to customer-level in SAS and SQL
- Identified key factors that were correlated to customer purchase behavior using multiple linear regression model
- Conducted A/B testing to gauge the change in customer social media engagement before and after downloading Air Miles' Android app and measured the app's effectiveness
- Performed text mining to draw insights on customer attitudes and behaviors on social media.

L'Oreal Brandstorm competition | YUESAI   Shanghai, China
  Product Marketing Manager   12/2011 – 05/2012
- Analyzed the skin-care and make-up market for young Chinese women aged 18-25 utilizing secondary research, online survey, in-depth interviews and focus group.
- Designed a sub-brand including brand concept, brand key visuals, main product line and product introduction video
- Developed a detailed one-year marketing plan including strategies, campaigns and media plan

EDUCATION

Northwestern University, Medill School   Evanston, IL
    M.S. Data Analytics, Integrated Marketing Communications   09/2013 – 12/2014
Fudan University, School of Journalism   Shanghai, China
    B.A. Advertising   09/2009 – 06/2013

SKILLS

Technical: SAS(certified), SQL, Hive, SPSS, R, Excel, HTML, CSS, JavaScript, Python, Google Analytics(certified)
Language: Fluent in English and Mandarin