

# CONNIE (YE) XU

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## SKILLS

StatsPlus | STATA | R (ggplot, dplyr, plotly) | Python (NumPy, SciKitLearn, Pandas, Matplotlib) | SQL | HPC Job Processing | Bash | Github  
Microsoft Suite (PowerPoint, Visio, Excel, Teams) | Google Suite | Adobe Creative Suite | Adobe PDF | Certified Public Accountant (Inactive) | CITI  
and HIPAA Trained | Survey Design

## EDUCATION

### Columbia University | MA | Quantitative Methods in the Social Sciences

New York, NY | December 2021 | GPA: 4.00

### University of Minnesota | BSB | Accounting and Marketing | Summa Cum Laude | National Merit Finalist

Minneapolis, MN | May 2016 | GPA: 3.94

## PROFESSIONAL EXPERIENCE

### Columbia University Sociology Department — Research Assistant

January 2021 - Present

- Utilized Natural Language Processing tools such as lemmatization, stemming, and key word lists to rank and analyze text documents.
- Evaluated the performance of rankings using common statistical measures such as Spearman's correlation and Mean Average Precision.
- Leveraged High Performance Computing and developed Python package to clean and infer missing resume data for over 20 million resumes.
- Identified key error in web-scraped dataset, allowing team to re-scrape and find more complete datasets for accurate analysis.

### Robert Half International, Minneapolis — Salaried Professional Consultant

June 2018 - July 2020

- Completed process and controls documentation and testing for companies in the healthcare, finance, and retail/manufacturing industries to ensure compliance with federal and business regulations (e.g., Sarbanes-Oxley).
- Performed validation for system-generated key reports (e.g., sales reports, ADP payroll reports) through obtaining necessary screenshots and reports, and through completing line-by-line SQL Server Report (SSRS) code review to ensure that the outputs were complete and accurate.
- Facilitated communications and documentation sharing between audit team and client managers using Microsoft Teams and SharePoint.

### KPMG, Minneapolis — Audit Associate II

September 2016 - May 2018

- Ensured accurate, robust financial reporting, reconciling and following up on numeric financial discrepancies ranging from \$0.01 to \$3 Million.
- Leveraged Microsoft Excel and KPMG proprietary software to clean up, select samples for, and summarize financial data for testing.
- Developed project management dashboards to provide transparency of testing progress to higher-level team members.

## PROJECT AND STUDENT GROUP EXPERIENCE

### Women's Equality and Happiness — Research Project

May 2016

- Ran over ten models using the World Values Survey to explore the relationship between equality, equity, and women's happiness throughout the world, mediating for national differences in gender equality (e.g., the GII); compiled findings in 20-page paper.

### Educational Attainment of Immigrants to America - Research Project

Dec 2020

- Continued findings of Blau et al. (2016) by compiling and re-coding three periods of US Census Data to summarize, analyze, and discuss the educational attainment of recent immigrants (i.e., cohorts in the country for <5 years) by region and country of origin.

### Carlson Honors Thesis — Summa Level

May 2016

- Compiled a literature review focused on the factors behind consumer perception of and food consumption and preparation.
- Drafted and submitted an IRB-approved survey to 200+ international respondents using Amazon MTurk to gain insights on the impact of culture on an individual's values and habits around GMO foods.
- Performed OLS (Ordinary Least Squares) regression analysis with STATA evaluate and conclude on findings in 50 page thesis.

### Target Case Competition — First Place

May 2015

- Placed first against 74 teams in case competition around strategic growth and acquisition recommendation worth \$45 million.
- Assessed and synthesized data about industry-specific trends, buyer behavior insights, and company-level strengths and weaknesses to recommend strategically-aligned acquisitions, project financial results, and set applicable evaluation metrics.
- Designed, drafted, and presented a professional slide deck with UI design mockups, P&L projections from proposed M&A and responding to key concerns and comments from Target's executive Marketing team.

### U-Finance — President; Head of Marketing

September 2014 - December 2015

- Spearheaded major rebranding of student-group website - designed and implemented communications materials on various platforms to maximize awareness in the student body of U-Finance's Financial Consulting services to university student groups.
- Drafted training documents such as Audit and Tax guides for volunteers to improve efficiency and consistency of consulting processes.