CHENGDONG LIANG

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›› Summary/Accomplishments

- Master of science in Marketing Analytics candidate with high distinction. Completed data analytics relevant courses such as Database Management and Systems Modeling, Quantitative Analysis for Business, Customer Data Analysis & Relationship Marketing, Marketing Research & Analysis
- Expertise in SQL, R, SAS, SPSS, Excel; data visualization/BI tools (Tableau)
- 2 years of professional experience in marketing management and analytics field in variety of industries such as banking and telecommunications

›› Education

Bentley University - Graduate School of Business, Waltham, MA   May 2017
Master of Science in Marketing Analytics, candidate   **Current GPA: 3.82**
Selected Coursework (2016 Fall): Intermediate Statistical Modeling for Business, Time Series Analysis, Object-Oriented Application Development

University of Science and Technology of China, Hefei, China   May 2014
Bachelor of Physics
Selected Coursework: Linear Algebra, Probability and Statics, Computational Methods

›› Professional Experience

Marketing and Research Intern   June 2016- Present
Oniix   Waltham, MA
- Tracked Google AdWords conversion process and optimized keywords for Google advertisement campaign, generated analytical report based on campaign data and adjusted budget for Google AdWords campaigns
- Maintained and updated customer database system for Oniix, developed marketing strategy for inbound marketing
- Conducted competitive market analysis and posted blogs on Oniix website to increase subscriptions

Investment Assistant   July 2014- May 2015
China Everbright Bank Co.   Xi'an, China
- Prepared sales and inventory management spreadsheets, reports and proposals for junior and senior financial managers
- Cleaned up and trimmed sales transactions of financial products monthly, audited various sales data sources to detect possible frauds and false accounting statements

Sales Manager   Nov. 2010- Feb. 2014
Flower Shop of University of Science and Technology   Anhui, China
- Conducted customer data collection and analysis to identify customer demands and customer segments
- Responsible for promotional advertisement campaigns on special events (such as On Valentine's Day and Mother's Day etc.), increased sales by 32% and 13%

›› Graduate Projects/ Skills

Market Research Project: Wendy's International, Inc Customer Data Analytics
- Revised original questionnaire designed by Wendy's and conducted Customer Segmentation Analysis by SPSS
- Developed and interpreted Multiple Linear Regression models to explore the essential marketing attributions in order to predict customer satisfaction rate

CRM Design & Administration Project: Fit-4-Life Database Application Design and Prototype
- Transformed the certain business scenario into database function and designed a DBMS (Database Management System) in SQL Developer along with raw data
- Created and Presented visual business reports derived from data in the database using Tableau and draw conclusions with business value for stockholders of Fit-4-Life

Quantitative Statistics Business Project: Communities and Crime Dataset by Multiple Linear Regression
- Conducted data cleaning and data trimming process for the raw dataset using R
- Generated alternative predicative models using: all subset selection, stepwise regression and principal component analysis (PCA)
- Evaluated, pruned and interpreted the final model and drew business conclusions for non-Data Science audience