

Vera Ding

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SUMMARY OF QUALIFICATIONS

- Proficient in **SQL, Python, JavaScript, Excel, Tableau and Data Studio.**
- Experienced in data analysis, data visualization, digital marketing, campaign management, experimental design, A/B Testing and SEO; Certified in **Google Analytics.**
- Hands-on experience in **Machine Learning, Forecasting and Natural Language Processing.**
- An effective communicator with excellent verbal and written communication skills.

WORK EXPERIENCE

Data Analyst

Nov 2020 – Feb 2021

Fintelics

Toronto, ON

- Collected ~150,000 news articles from FactSet, performed NLP on the text data and classified positive or negative news with sentiment scores
- Applied topic modelling and entity extraction using LDA and NMF on the news articles and analysed sentiments at the topic level and entity level
- Predicted stock price for companies leveraging financial information and enriched features extracted from news articles, achieving a 15% increase in accuracy

SEO Specialist

Jul 2018 – Aug 2018

Ivybridge Investment Management Co. Ltd

Shanghai, China

- Researched and implemented white hat SEO techniques to improve website quality and promote site ranking from search engines such as Google and Baidu
- Tested competitors' websites and recommended strategies to fix the vulnerabilities of home website from attacks

PROJECT EXPERIENCE

Sentiment Analysis COVID Influence

Jan 2020 – Mar 2020

- Leveraged APIs from Twitter and Weibo to ingest and store over 10k posts under pandemic
- Analysed the sentiment trends and topics/hashtags in posts, visualized in Word Clouds
- Classified sentiments in categories and identified top three moods in China and other countries with IBM Watson Tone Analyzer; created interactive dashboards in Tableau

Movie Revenue Box Forecasting

Sep 2019 – Dec 2019

- Analysed revenue data on 3000 movies from IMDB
- Applied Decision Tree to identify the crucial factors to the revenue for film investors
- Forecasted the movie revenue with linear regression, random forest and boosting, and validated with k-fold analysis
- Applied the randomized search techniques to tune the hyperparameters and improved 26% forecast accuracy on MSE

EDUCATION

Master of Applied Computing

Sep 2019 - Jan 2021

University of Windsor

Windsor, ON

Exchange Program in Engineering

Sep 2017 - May 2018

Purdue University Northwest

Indiana, US

Bachelor of Computer Science and Technology

Sep 2015 - Aug 2019

Shanghai Dianji University

Shanghai, China