

# VERA DING

437-986-1190 | verading.career@gmail.com | Toronto, ON

## PROFILE SUMMARY

With a solid background in Computer Science, I offer a unique blend of expertise in **data analysis, digital marketing, ETL processes, and data visualization**. I am proficient in programming languages including **SQL, Python, and JavaScript**, and I have a deep understanding of the **MSBI Suite** (SSIS, SSRS, and SSAS). My familiarity with cloud services spans **Azure** and **AWS** platforms, attesting to my ability to navigate diverse cloud technologies. I am proficient in creating data visualizations in **Power BI, Tableau, Excel, and Google Data Studio**, and I am well-versed in **campaign management, experimental design, A/B testing, and SEO**. I am adept at transforming raw data into actionable insights. My communication skills allow me to effectively convey complex technical information to both technical and non-technical stakeholders, facilitating collaboration and informed decision-making.

## EDUCATION

<b>Microsoft Azure Data Engineering Associate Specilization</b>   Coursera	2023.01 - Present
<b>Data Storage in Azure</b>   Coursera	2022.04 - 2022.07
<b>Master of Applied Computing</b>   University of Windsor	2019.09 - 2021.01
<b>Exchange Program in Software Engineering</b>   Purdue University Northwest	2017.09 - 2018.05
<b>Bachelor of Computer Science and Technology</b>   Shanghai Dianji University	2015.09 - 2019.08

## WORK EXPERIENCE

**Supply Chain Data Analyst** | **Longos**, Toronto, ON Jul 2021 – Apr 2022

- Designed daily distribution reports in Power BI, collected requirements from Distribution Center (DC) team and defined KPIs to track, achieving a 5% improvement in inventory accuracy.
- Automated the daily report generation process for 20+ regular reports (daily, monthly, quarterly), reducing the time to generate the reports by more than 80%.
- Standardized labor usage measurements for 3 departments, increasing productivity by 10% over 6 months and reducing labor costs by 5%.

**Data Analyst** | **Fintelics**, Toronto, ON Nov 2020 – Feb 2021

- Collected 150,000 news articles through API and web scraping. Implemented NLP techniques, such as text preprocessing and sentiment analysis, to classify the sentiment of each article.
- Applied topic modeling and entity extraction to perform in-depth analysis on 15 primary topics and 50 distinct entities within the news articles.
- Leveraged enriched features from news articles, along with other financial information, to develop a machine learning model for predicting stock prices. The model demonstrated an improved relative accuracy by 15% when compared to the benchmark model.

**SEO Specialist** | **Ivybridge Investment Management Co., Ltd** Jul 2018 – Aug 2018

- Executed comprehensive keyword research, identifying high-volume and low-competition keywords that drove a 15% increase in organic traffic to the Ivybridge website.
- Led the creation of engaging, SEO-friendly content, contributing to a 20% increase in average session duration and a decrease in the website's bounce rate.
- Conducted regular A/B testing for the website's landing page, improved conversion rate by 18%.