Minjia Hu

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Education

University of Pennsylvania	**Philadelphia, PA**
Master of Science, *Social Policy & Data Analytics*, 4.0/4 GPA	Sep 2021–Expected May 2023

- **Coursework:** Policy Analysis, Applied Linear Modeling, Python & R Programming

East China University of Political Science and Law	**Shanghai, China**
Bachelor of Law, *Sociology*, 3.52/4 GPA	Sep 2016–June 2020

- **Coursework:** Social Research (Questionnaire & Interview Design), Social Statistics

Fudan University	**Shanghai, China**
Minor, *Finance*, 3.5/4 GPA	Sep 2017–June 2019

- **Coursework:** Commercial Bank Management, Economics, International Finance

Skills

Programming: R, Python, Tableau, Power BI, Qualtrics, HTML, CSS, Microsoft Office
Design: Adobe XD, Figma, Canva, Wix, Rhino (CAD)
Language: Mandarin Chinese *(Native)*, English *(Proficient)*, Korean *(TOPIK 2)*

Experience

Fubon Bank (a Subsidiary of Fubon Financial Holding Co.)	**Shanghai, China**
Compliance Specialist, Policies Consulting	Oct 2020–Aug 2021

- Offered interpretations of policies regarding the banking business.
- Took charge of receiving and dispatching the official documents.

Abbott (Diabetes Care Division)	**Shanghai, China**
Marketing Assistant	Aug 2020–Oct 2020

- Calculated regional sales data with Excel and Python, and produced weekly sales reports with Tableau.
- Tracked consumer's visits and comments on social media platforms, analyzed comments with NLP models, provided insights to marketing campaigns.
- Communicated with the suppliers to design marketing materials using Canva.

Materialise (3D Printing)	**Shanghai, China**
Marketing Intern	Feb 2020–Aug 2020

- Managed the official social media account for Materialise (current number of fans: 7000+, clicks per article: 1500+), writing WeChat articles *(link to a sample article)*.
- Established the Automatic Marketing System (attracting potential customers, tracking the consumer purchases, posting webinars and technological articles).

SHL (Talent Assessments)	**Shanghai, China**
Technical Support Intern	Sep 2019-Dec 2019

- Provided technical solutions to customers of SHL assessment system via emails and phone calls.
- Introduced the SHL talent solutions to offer deeper people insights to potential clients.

PricewaterhouseCoopers China	**Shanghai, China**
"You Plus Anchor Program" - Trainee	Jan 2018-Feb 2018

- Designed questionnaires and conducted interviews for the Market Positioning Report. Built linear regression models with R, and forecasted the marketing demands.
- Participated in the online and offline 2018 "You Plus Anchor Program" promotion talks with 1500+ attendants.