Curriculum Vitae - Siqi Zhang

**Siqi Zhang**  
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### Education

**University of Maryland** / MS Marketing Analytics / 2016 - 2017

**Michigan State University** / BA Advertising / 2009 - 2014

### Software

* [Q7](https://github.com/iqis/mod): type system for postmodern programming
* [mod](https://github.com/iqis/mod): lightweight module system
* [rolldown](https://cran.r-project.org/web/packages/rolldown/): RMarkdown extention for “scrollytelling”

### Work

#### Bayer Healthcare

Data Engineer / Whippany, NJ / Nov 2019 - Present

* SAS to R migration and interoperation for clinical study data analysis, holding workshops on R language for analysts and programmers
* Dockerized Shiny applications for clinical study reporting according to relevant GxP standards, deploying on Azure Kubernetes Service with GitHub Actions and Azure Pipeline
* User-oriented CLI and GUI software suites for data access, exploratory analysis, TLF(Table, Listings, Figures) production, etc with Python, R, JavaScript (Observable, React, D3)
* Data ETL & integration pipelines with Azure Data Factory; Familiar with SDTM & ADaM data models

#### Freelance R Developer

(Remote) / Nov 2018 - Present

* Custom R solutions on systems integration, data manipulation and report generation
* Shiny applications; Web API with plumbr

#### DataCamp

Author / (Remote) / Dec 2018 - Apr 2019

* Study and profile analytical solutions with R and Python
* Develop and test online learning practice contents for existing courses
  + e.g. [Working with Dates and Times in R](https://www.datacamp.com/courses/working-with-dates-and-times-in-r)

#### Metaphor

Master Generalist in Analytics / Garden City, NY / Nov 2017 - Sep 2018

* Digital marketing and analytic strategies for clients in consumer goods industry
* Develop and maintain a data management utility, including API clients for digital marketing platforms using httr, with a Shiny reporting interface
* A/B tests on client websites, improving creative designs and ad buying
* Lifecycle analysis with product sales, return and specification data to support product planning & design

#### Universal McCann, IPG Mediabrands

Senior Analyst, Performance Analytics / New York, NY / July - Oct 2017

* Design database schema and data migration plans on MS SQL Server
* Make a data encapsulation and versioning solution for transformation and exploratory analysis with R6
* Build client-specific ETL pipelines & automation, quality assurance routines and dashboards
* Train and update models with caret and Rstanarm
* Develop a Shiny app to build scenario simulation with from model parameters

#### R.H. Smith School of Business, University of Maryland

Graduate Assistant / College Park, MD / Sep 2016 - Apr 2017

#### CR Snow Brewery

CRM Analyst / Shanghai, China / Jan - Dec 2015

#### Toyota Motors (China) Investment Company

Marketing Research Associate / Beijing, China / Aug - Dec 2014

#### RAPP, Omnicom Group

Account Service Intern / Shanghai, China / Feb - July 2012

### Specialty, Interest and Skills

#### Analysis Topics

* Customer lifetime value
* Customer segmentation
* A/B/n testing
* Churn prediction
* Conversion attribution
* Demand/market share forecasting
* Product lifecycle
* Consumer choice
* Survey & experimental design
* …

#### Statistical Methods

* regression: GLM, GAM, glmnet, ANOVA
* dimension reduction: PCA, MCA
* clustering: k-means, POPC
* bayesian: MCMC, bandit
* tree: CART, ranger
* …

#### Computer Skills

**Experienced**  
I claim expertise on the following.

* R
* SQL (many flavors)
* GitHub Actions, SonarQube

**Developing**  
I know the following beyond the basics, and can solve real problems.

* JavaScript(Observable, d3, React), TypeScript
* Python
* Docker, Kubernetes

**Experimental**  
I study but have not used the following regularly for work.

* Julia, Clojure, Racket, Haskell, Node.js, Java, F#
* MongoDB, PostgreSQL

**Retired**  
I summon the following only when necessitated by the circumstances.

* Awk, Tcl, Perl
* SAS, SPSS, MS Excel/VBA, MS Access
* Subversion (SVN)
* MS Power BI, Tableau

### R Consulting

Consulting on R-related topics is provided at a reasonable rate, remotely or on-site. Please inquire for availability and work samples. \*\*\* *a live copy of* [*this document*](http://iqis.netlify.com/vitae)