Curriculum Vitae

**Siqi Zhang**  
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### Education

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

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

### Software

* psyphr (in development): tidy, organize and visualize phyisological measurements, e.g. heart rate variability, skin conductance, etc.
* [modular](https://github.com/iqis/modular): a lightweight module system for R
* [rolldown](https://cran.r-project.org/web/packages/rolldown/): a RMarkdown extention for “scrollytelling”

### Work

#### Freelance R Developer

(Remote) / Nov 2018 - Present

* Custom R packages on systems integration, data manipulation and report generation
* Shiny applications (some dashboards) for internal deployment; 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

* Proctor and grade undergraduate exams
* Tutor undergraduate student on statistics and R programming

#### CR Snow Brewery

CRM Analyst / Shanghai, China / Jan - Dec 2015

* Query, clean, and model with sales data for customer retention, segmentation, and lifetime value
* Serve as a data-driven advisor on DM, SMS, loyalty program, and other customer outreach initiatives
* Make and deliver competitive profile and benchmark in industry analysis

#### Toyota Motors (China) Investment Company

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

* Gather, compile and analyze automotive market trends from public and proprietary sources
* Interactive dashboards with Excel and VBA; Conjoint analysis on consumer survey data

#### RAPP, Omnicom Group

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

* Manage project calendar and timesheet; conduct creative production briefing
* Monitor and report on account performance
* Learned and used R for data exploration and preprocessing

### 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 (with Tidyverse)
* SQL (many flavors), MySQL, MS SQL Server

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

* HTML/CSS, JavaScript (with jQuery)
* Python
* Git
* Tableau, MS Power BI

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

* React.js, Node.js
* Julia, Clojure, Racket, Haskell
* MongoDB, PostgreSQL
* Docker

**Retired**  
I summon the following only when strictly necessary.

* C, Awk, Tcl
* SAS, SPSS, MS Excel/VBA, MS Access
* Subversion (SVN)

### R Consulting

Consulting projects on R-related issues are welcome; I provide this service 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)