Curriculum Vitae

**Siqi Zhang**  
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### 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 small scale deployment
* Web API built with plumbr, experimental

#### DataCamp

Author / (Remote) / Dec 2018 - Apr 2019

* Study and profile analytical topics & technical solutions with R, Python
* Online practice contents on the above

#### Metaphor

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

* Digital marketing and analytic strategies for clients in consumer goods industry
* Development and maintenance of an internal integrated reporting platform on web traffic, e-commerce & ad spending, solely with the R ecosystem on a Linux server
* 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

* Database schema and data migration plans with MS SQL Server
* Client-specific ETL pipelines & automation, quality assurance routines and dashboards on Tableau Server
* Data encapsulation and versioning solution for preprocessing and exploratory analysis
* Update and operationalize marketing mix model built with MCMC

#### 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
* Build 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
* Build marketing reports, and 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
* Internal report on domestic luxury automotive market
* Preprocessing CRM data

### Education

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

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

### Software

#### As Author

* psyphr (unpublished): 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

#### As Contributor

* [rolldown](https://cran.r-project.org/web/packages/rolldown/): a RMarkdown extention for “scrollytelling”

### 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’m very versed at these through daily work, and can claim expertise.

* R (w. Tidyverse)
* SQL (many flavors), MySQL, MS SQL Server

**Developing**  
I know beyond the basics, can solve real problems with these.

* HTML/CSS, JavaScript (w. jQuery)
* Python (w. TensorFlow)
* Git
* Tableau, MS Power BI

**Experimental**  
I study and have fun with these, but have not used regularly for work.

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

**Retired**  
I rarely use these any more, and summon these only as strictly necessary.

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

### R Consulting

Consulting on R-related issues are welcome. I provide this service at a reasonable rate, remotely or on-site. Currently, I do not re-write R codes into any other language, or vice versa. Please inquire for availability and work samples.

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