

Jason Fang

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Education

Master of Science, Marketing Analytics
Bachelor of Science, Marketing
The University of Maryland, College Park
Robert H. Smith School of Business

Graduate: December 2021
Graduated: December 2019

Skills

Programming: R, Python, Java, C++, HTML, SAS, SQL, Machine Learning, TensorFlow, Scikit-learn
Software: CRM, Tableau, WordPress, Google Analytics, MailChimp, Excel, Adobe Ps, Pr, Illustrator
Language: Proficient in mandarin

Experience

OmniFun, Kids Playground

Gaithersburg, MD

Senior Marketing Manager

January 2019 – Present

- Use R and machine learning methods to analyze customer behavior
- Run Python to create linear regression models and display the results in Tableau
- Apply HTML in WordPress to design the website to generate more online visitors
- Create posters and video content on social media by using Adobe Ps and Adobe Pr
- Send out newsletters to potential customers through MailChimp

Tencent & ESPN, NFL Global Division

Online

NFL Global Marketing Manager

September 2016 – Present

- Utilize decision tree and random forest model in R to predict new football viewers
- Apply CRM to encourage more viewers to buy Tencent membership
- Use SQL in SAS to collect and analyze users' data
- Adopt SEO techniques to drive organic traffic to globalize NFL in China
- Write football news and translate ESPN football news

University of Maryland, Street Team

College Park, MD

Student Union Marketing Director

January 2018 – December 2019

- Used PCA and EFA in Python to analyze school clubs' information
- Conducted SVM and KNN model in R to predict new club members
- Helped school clubs expand their influence on campus
- Propagandized and prepared school activities through tabling

Washington Cathay Future Center

Rockville, MD

Summer Camp Marketing Analyst

June 2019 – August 2019

- Implemented Google Analytics to engage strategies for data collection
- Built logistic regression model in R to analyze current client data for insights
- Created full model search and ridge regression model to determine crucial factors

Activities

Magician and Comedian

January 2015- Present

- Perform close-up magic to improve customer experience and upsell products in restaurants
- Customize comedy shows for different clients to promote their brand awareness