Jerry Shi 时晓翔

Bilingual (EN/中文)

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SKILLS

Data & Strategy: SQL, Tableau, Power BI, Python, Data Visualization, Market Analysis, A/B Testing
Content Operations: TikTok/Douyin Ecosystem, Creator Growth Strategy, Video Production, Viral Mechanics
AI Tools: Gemini, Veo, Runway, Luma (Workflow Automation & Content Generation)
Languages: English (Native), Mandarin 中文 (Native/Fluent), Shanghai Dialect

EXPERIENCE

LA Kings (NHL) — Los Angeles, CA
Data Engineer   *2024 – Present*

- Built internal web applications and dashboards (Tableau/Power BI) for executive leadership to visualize marketing ROI and fan engagement metrics.
- Engineered SQL data pipelines to aggregate fan behavior data, enabling targeted campaigns that increased ticket conversion by 15%.
- Collaborated with cross-functional teams (Product, Sales, Content) to translate complex data insights into actionable content strategies.

Team USA Cycling — Remote / Contract
Video Data Analyst   *2023 – 2024*

- Created Tableau dashboard with timing data for immediate performance review with Olympic Sprint Team
- Developed a proprietary video-tagging framework to identify performance trends, directly supporting coaching strategy for international competitions.
- Analyzed race footage to extract competitive intelligence, delivering data-backed recommendations that optimized race-day tactics.

United States Tennis Association (USTA) — New York, NY
Performance Analyst (Contract)   *2022*

- Provided real-time scouting reports and match analysis for Team USA athletes during the 2022 US Open (including Coco Gauff's championship run).
- Built interactive dashboards to visualize opponent tendencies, serving patterns, and rally metrics for immediate coaching adjustments.
- Coordinated with coaching staff leading up to and through the tournament to define key performance indicators (KPIs) for match strategy.

UCLA Men's Tennis (NCAA D1) — Los Angeles, CA
Content Lead & Teammate   *2022 – 2024*

- Managed official social channels, growing engagement by executing a "player-first" content strategy focused on personality and behind-the-scenes access.
- Shot, edited, and produced interviews with professional and collegiate athletes, ensuring high production value and narrative consistency.
- Collaborated with athletic department stakeholders to align social content with broader university branding goals.

EDUCATION

University of California, Los Angeles (UCLA) — Los Angeles, CA
B.S. Data Science   *Graduated 2024*

- Relevant Coursework: Database Management (SQL), Machine Learning, Data Visualization, Digital Media Strategy.