

JAYJAY JIAO

ABOUT ME

3-year experience in the areas of customer analysis, digital marketing analytics and reporting automation in telecommunications, retail, and consulting firms.

QUALIFICATIONS:

- Full-cycle campaign-related activities covering marketing research, segmentation/targeting/positioning, and pre-/post-campaign analysis for branding, customer acquisition/conversion, retention and loyalty program
- Experience in Digital Marketing Analytics with A/B Testing, Funnel Analysis, and Attribution Models for high-funnel lead generation, remarketing and retargeting campaigns, and channel efficiency assessment
- Acumen in business process mapping, business case study with sensitivity and impact analysis, value-based pricing, sales forecasting, trend analysis, operation performance assessment and budget allocation
- Comprehensive knowledge of building data pipelines, such as data acquisition, staging, ETL (preprocessing and wrangling), EDA, train/test split, cross-validation, modelling, performance assessment, and reporting
- Skilled in developing complex SQL statements of view, index, stored procedure and window functions to perform data conditioning, business logic implementation, and backend data verification
- Advanced in Excel/ VBA with VLOOKUP, Pivot Table, Array Formula, Solver, Scenario Manager, Analysis ToolPak for Descriptive Statistics, Regression, Sampling, Moving Average, and Exponential Smoothing
- Solid programming experience in Python with NumPy, Pandas, Matplotlib, SciPy, and Scikit-learn to process primary/secondary datasets, develop predictive analytics, and visualize insights in a configurable manner
- Keen knowledge in supervised/ unsupervised models of Decision Tree, Random Forest, Logistic Regression, Linear Regression, and K-means, and assessment methods of confusion matrix, Accuracy, Precision, F1 Score
- Working knowledge in BI Tools of Tableau, Power BI and Data Studio to obtain insights into large datasets, create dynamic reports and interactive dashboards, and automate reporting pipeline
- Excellent communication, attention to detail, critical thinking and problem-solving skills to collaborate with cross-functional teams to deliver end-to-end solutions

EXPERIENCE

2020.02 – present
Data Analyst • LogicDale Technology

2019.06 – 2020.01
Data Analyst • Rogers Communications Inc.

2017.03 – 2019.05
Customer Care • Rogers Communications Inc.



<https://github.com/jiaoalmond>



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EDUCATION

MA in Economics, Concordia University, Montreal, Quebec
Recipient of Balvir and Ranjna Singh Memorial Scholarship
2012-2014

CERTIFICATION

Computers and Information Technology Certificate, McGill University
2021-2022

Data Science and Machine Learning Professional Development Certificate, McGill University, Montreal, Quebec
2018-2021