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EDUCATION

Master of Science <i>Major: CS in Machine Learning</i> Georgia Institute of Technology	Aug. 2020 – Present Atlanta, GA
Ph.D. <i>Focus: Econometrics, Financial Economics</i> City University of New York, The Graduate Center	Aug. 2007 – May 2013 New York, NY
Doctoral Consortium Program <i>Major: Mathematics of Finance</i> New York University	Aug. 2009 – May 2011 New York, NY
Bachelor of Science <i>Major: Engineering Geology and Hydrogeology, Minor: CS</i> Nanjing University	Aug. 1997 – May 2001 Nanjing, China

WORK EXPERIENCE

Manager, Data Scientist Stride Inc.	April 2015 – Present Herndon, VA
<ul style="list-style-type: none">• Led data science team in developing scalable statistical model, machine learning and data visualization applications to improve marketing effectiveness and optimize media buying• Built and automated multi-level Media Mix Model (MMM) and customer targeting model (Lookalike) for allocating media spend and scoring prospective customers• Proven experience with Multi-Touch Attribution (MTA) modeling through tracking data from Adobe Analytics• Identified incremental audience through Uplift modeling and Propensity modeling• Managed progressive conversion analysis across Paid Search, Social, Programmatic Display, Digital Audio, CTV, Broadcast TV, Radio and Affiliate• Developed automatic report through Python API with dashboard for real-time sales and media spend data• Created A/B test ETL and analytics tools for analyzing non-randomized data	
Manager of Data Analytics ADP LLC.	January 2014 – April 2015 Roseland, NJ
<ul style="list-style-type: none">• Worked in ADP Research Institute to release nationwide well-known ADP employment report, ADP annual health benefit report and ADP workforce vitality index report• Developed and deployed labor force churn predictive model with ADP large US payroll data• Managed multiple projects in customer win/loss analysis, alignment of ADP payroll data with BLS reports and marketing database mining	

SELECTED PROJECTS AND RESEARCH

Household and Geo Targeting Model <i>Python, R, SQL</i> Lookalike model with US customer database for scoring household and zip code	Fall 2020
State-level Media Mix Model with Bayesian Estimates <i>Python, R, SQL</i> Accurately estimating media attributable impact using Bayesian Structural Time Series	Summer 2020
U.S. Car Accidents Handling Time Prediction <i>Python, Flask, D3.js, HTML</i> Interactive Web Application with D3.js, Python Flask and SQL database	Spring 2020
A/B Test Automatic ETL and Analytics Tool <i>Python, SQL</i> Python application to fast conduct DMA media test and eliminate biasness in non-randomized settings	Fall 2019
API Automatic Hourly Spend and Sales Report <i>Python, SQL</i> Integrated data reporting visualization tool with API calls to 10+ media platforms	Summer 2019
Customer Life Time Value Model <i>Python, R, SQL</i> Multi-stage models through whole life time to measure average profit per customer and causal factors	Spring 2019

Propensity Model for Programmatic Display <i>Python, SQL</i>	Fall 2018
Predictive model to score prospective customers with respect to response rate to display ads	
Adstock Function Estimation from iSpot TV data <i>SQL</i>	Summer 2018
Unbiased estimation of long-tail TV impact from actual iSpot TV tracking data	
Database Mining for Real Incrementality <i>Python, SQL</i>	Spring 2018
Real incrementality estimation for direct mail campaign through matching customers by email and address	
How Actuate is Google Multi-touch Attribution Model <i>Python, SQL</i>	Fall 2017
Adjustment for biasness in MTA caused by imperfect tracking data and self-selection	
ADP Employment Report Realignment to BLS <i>SAS, SQL, R</i>	Fall 2014
20M+ US payroll data realigned to BLS survey report	
Top Five Reasons for Leaving a Job <i>SAS</i>	Summer 2014
Visualization of major causes for leaving a job using multi-year ADP employee survey data	

HONORS AND AWARDS

Employee of the Year	May 2017
Highest level of achievement for employee at Stride	
Enhanced Chancellor's Fellowship	June 2007
Highest merit based scholarship to new PhD student at Graduate Center, CUNY	
Graduate with Distinction	June 2006
Highest level of achievement of the year at University of Essex	

SKILLS

Languages: Mandarin , English

Programming: Python (NumPy, SciPy, Matplotlib, Pandas), R, SQL, D3.js, SAS, PySpark, Scala

Document Creation: Microsoft Office Suite, LaTeX, Markdown, Jupyter Notebook