Jin Wang

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EDUCATION

Master of Science | *Major: CS in Machine Learning*   Aug. 2020 – Present
Georgia Institute of Technology   Atlanta, GA

Ph.D. | *Focus: Econometrics, Financial Economics*   Aug. 2007 – May 2013
City University of New York, The Graduate Center   New York, NY

Doctoral Consortium Program | *Major: Mathematics of Finance*   Aug. 2009 – May 2011
New York University   New York, NY

Bachelor of Science | *Major: Engineering Geology and Hydrogeology, Minor: CS*   Aug. 1997 – May 2001
Nanjing University   Nanjing, China

WORK EXPERIENCE

Manager, Data Scientist   April 2015 – Present
Stride Inc.   Herndon, VA

- 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   January 2014 – April 2015
ADP LLC.   Roseland, NJ

- 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 | *Python, R, SQL*   Fall 2020
Lookalike model with US customer database for scoring household and zip code

State-level Media Mix Model with Bayesian Estimates | *Python, R, SQL*   Summer 2020
Accurately estimating media attributable impact using Bayesian Structural Time Series

U.S. Car Accidents Handling Time Prediction | *Python, Flask, D3.js, HTML*   Spring 2020
Interactive Web Application with D3.js, Python Flask and SQL database

A/B Test Automatic ETL and Analytics Tool | *Python, SQL*   Fall 2019
Python application to fast conduct DMA media test and eliminate biasness in non-randomized settings

API Automatic Hourly Spend and Sales Report | *Python, SQL*   Summer 2019
Integrated data reporting visualization tool with API calls to 10+ media platforms

Customer Life Time Value Model | *Python, R, SQL*   Spring 2019
Multi-stage models through whole life time to measure average profit per customer and causal factors

Propensity Model for Programmatic Display | *Python, SQL*   Fall 2018
Predictive model to score prospective customers with respect to response rate to display ads

Adstock Function Estimation from iSpot TV data | *SQL*   Summer 2018
Unbiased estimation of long-tail TV impact from actual iSpot TV tracking data

Database Mining for Real Incrementality | *Python, SQL*   Spring 2018
Real incrementality estimation for direct mail campaign through matching customers by email and address

How Accurate is Google Multi-touch Attribution Model | *Python, SQL*   Fall 2017
Adjustment for biasness in MTA caused by imperfect tracking data and self-selection

ADP Employment Report Realignment to BLS | *SAS, SQL, R*   Fall 2014
20M+ US payroll data realigned to BLS survey report

Top Five Reasons for Leaving a Job | *SAS*   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