Jordan Murillo

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Education

National Chengchi University **Jun 2024**
Master of Arts in Applied Economics and Social Development | ***4.11/4.3 GPA*** *Taipei, Taiwan*
Relevant Coursework Applied Econometrics/Microeconometrics, Causal Inference and Data Science in Economics, Big Data for Social Analysis, Real Estate Market Econometrics, Local Public Finance

National Tsing Hua University **Jun 2022**
Bachelor of Science in Management and Finance *Hsinchu, Taiwan*
Relevant Coursework Business Analytics Using Computational Statistics, Management Information Systems, Financial Risk Management, Corporate Finance, Political Economy, Social Network Analysis

Awards MOFA Taiwan Scholarship, NCCU OIC Scholarship, NTHU IBP Distinguished Student Achievement Award

Skills

Programming: R (tidyverse, *various econometrics packages*), Python (NumPy, Pandas, Matplotlib, PyTorch), Stata
Tools: Tableau, Git, Unix, LaTeX, Microsoft Office (Word, Excel, PowerPoint)
Languages: Native English, Proficient Mandarin Chinese (daily use in workplace)

Experience

Data Analyst Intern **Apr 2023 – Jun 2024**
Taipei Financial Center Corp. (Taipei 101) *Taipei, Taiwan*

- Developed a novel customer lifetime value (CLV) KPI leveraging processual data aggregation for Taipei 101's hundreds of stores and their millions of transactions. This enabled more accurate member retention analysis and segmentation, informing targeted marketing campaigns.
- Streamlined marketing material preparation by creating custom Python scripts to automate document handling and processing, boosting team efficiency and showcasing problem-solving abilities.
- Implemented customer clustering and segmentation initiatives for high-end luxury brands, examining sales history to profile customer bases and identify key insights. Collaborated on client report frameworks, developing rich data visualizations to communicate tailored insights, recommendations, and facilitate informed business decisions aligned with brand strategies and goals.

Projects

Analyzing Viral Content on Goodreads: An NLP Approach to Understanding Quote Reach **Oct 2024**

- Conducted a comprehensive analysis of viral quotes on Goodreads by combining traditional econometric techniques with advanced natural language processing (NLP) using BERT, revealing complex relationships between emotional sentiment, content characteristics, and author influence on user engagement.
- Implemented a diverse range of methodologies, including network analysis to identify author communities and their interconnections, machine learning algorithms for predicting quote popularity, and statistical modeling to assess the impact of quote traits—demonstrating an understanding of causal inference and behavioral economics principles.
- Developed compelling visualizations to communicate key findings, such as the surprising correlation between complex emotional content and quote popularity, alongside a rigorous exploration of factors influencing engagement. The project culminated in actionable insights that bridge the gap between literary appreciation and data-driven analysis.

Fractured Power, Fractured Peace? Partisan Rifts on Political Violence in Mexico | ***Thesis*** **Jun 2024**

- Employed advanced econometric techniques in R and Stata, including synthetic difference-in-differences and Poisson pseudo-likelihood fixed effects regression, to analyze the intricate relationship between partisan fragmentation and organized crime's strategic use of political violence across Mexican municipalities from 2018-2023.
- Formulated new approaches to investigate how institutional factors such as intergovernmental fiscal transfers, elected coalition dynamics, and partisan power arrangements influence anti-state actors' incentives for violence, challenging conventional theoretical frameworks.
- Produced novel insights and policy recommendations to insulate governance from criminal influence and promote stable democratic institutions, demonstrating problem-solving skills and creativity in addressing complex issues.