

Junyong (Rainie) Xie

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EDUCATION

Master of Science in Business Analytics, Rady School of Management
University of California, San Diego, CA | GPA: **3.92/4.00** Expected 06/2024

- Relevant Courses: Supply Chain Analytics, Customer Analytics, Fraud Analytics, Python & SQL.

B.S., Management Science in Economics & Minor in Accounting
University of California, San Diego, CA | GPA: 3.55/4.0 06/2018

- Relevant Courses: Econometrics, Financial Risk Management, Auditing, Federal Taxation, Managerial Accounting

PROFESSIONAL EXPERIENCE

Accounting Intern, TINNO | Dallas, TX 08/2023 – 01/2024

- Prepare and analyze financial statements, including balance sheets, income statements, and cash flow statements, to ensure accuracy and compliance with GAAP.
- Assisted in reconciliation of accounts receivable and accounts payable in QuickBooks to support timely and accurate financial reporting.

Director Of Business Development, Taozugong Limited Inc | El Monte, CA 05/2020 - 12/2021

- Utilized financial modeling in Excel and data visualization tools to analyze sales trends and forecast future performance, effectively increased customer acquisition by **60%**.
- Achieved **65%** above target by implementing strategic e-commerce approach based on financial data & performance analysis, resulting in **\$330K** in new revenue in 6 months.
- Led agile launch of internal inventory system, resulting in **30%** boost in operational efficiency through improved cross-department coordination and project management.

Executive Assistant / Business Development Analyst, Taozugong Limited Inc | El Monte, CA 11/2019 - 05/2020

- Exceeded marketing benchmarks by **12%** through competitor data analysis in Excel, resulting in targeted campaigns with higher ROI.
- Conducted financial analysis and budget tracking in Excel for multi-state model home projects, resulting in a **20%** decrease in project timelines and **10%** improvement in budget efficiency.

Co-Founder, Zinnia Jewelry Inc | Corona, CA 02/2018 - 08/2023

- Grew a startup franchise business, scaling to 3 locations & generating **\$1M** profit within 5 years.
- Led all financial and accounting operations, including budgeting and forecasting; collaborated with external CPAs for quarterly and annual company filings, facilitating seamless tax compliance and financial transparency.
- Implemented robust bookkeeping practices and payroll systems using QuickBooks, ensuring accurate financial records and timely payment of employees, vendors, and tax obligations.
- Utilized Excel to analyze sales data and inform product strategies, resulting in a **20%** YOY growth for four consecutive years.

Associate Banker, East West Bank | Arcadia, CA 08/2018 - 09/2019

- Excelled in cross-selling bank products, meeting **100%** of sales targets while managed and nurtured over **500** customer accounts, overseeing both personal and business.
- Conducted a variety of financial transactions, including deposits, withdrawals, fund transfers, and loan payments, while maintaining **100%** accuracy and security.

PROJECTS

Becton Dickinson Healthcare KOL Data Analysis Capstone 09/2023 – 12/2023

- Increased new KOL acquisition by **27%** by leveraging machine learning models and network graph analysis on public healthcare datasets, leading to a projected **\$1M revenue** increase.
- Utilized **NLP automation** to enhance data merging process, resulting in **89% accuracy** boost and 20 hrs/week saved of manual work.
- Enhanced data access efficiency for **200+ million** CMS healthcare payment data points through scalable PostgreSQL and Parquet integration, **reducing retrieval time from 10 hours to under 30 minutes**.

Koe-Meyer Supply Chain Case Study 08/2023 - 10/2023

- Employed advanced Excel for data-driven procurement strategy formulation, leading to supplier consolidation recommendations and projected annual cost savings of over **\$2 million**.
- Analyzed over **\$1 billion** in procurement spend using strategic matrix models to assess supplier impact by spend and geographic coverage, streamlining the supplier base for enhanced operational efficiency and cost optimization.