

# Xuming (Iris) Shi

Software Engineer | Data Engineer | (347) 963-2705 | New York, NY

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## TECHNICAL SKILLS & PROJECT

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- Programming: Python | JavaScript | R
- Web-Development Environment & Frameworks: Node.js | Express | Django
- Frontend: React | Redux | react-strap | Styled-Components
- Database/Data Warehouse: SQL Server | MySQL | PostgreSQL | Databricks
- Cloud Technologies: Azure Data Factory (ADF) | Azure Functions | AWS Lambda, S3, Aurora, Redshift, Athena
- Business Intelligence: Tableau (Desktop Certified Associate • Desktop Specialist)

### Selected Projects

**Meedle (A Multi-User Map)** <https://meedleapp.herokuapp.com>

*Tech-Stack: JavaScript • Express • Node.js • PostgreSQL • React • Socket.io*

- A Web Application that allows multiple users to share and view real-time geolocations in Google Map
- Generates an equal-distant geo coordinate based on real-time user locations and recommends nearby meetup places
- Leverages Socket.io to pass geo-location data between multiple users across different map sessions

**Algo Tracker** <https://algo-tracker-dev.web.app/>

*Tech-Stack: JavaScript • Python • AWS Lambda • Firebase Realtime Database • Chrome Extension*

- A full-stack application that allows user to analyze and visualize daily algorithms practices performance
- Leveraged the Firebase real-time database & hosting services to store non-relational user data and deploy application
- Created user interface with React.js and Stylized-Component; Designed and rendered visualizations by using D3.js

**Social Listening & Advertising Tools for an E-Book Advertising Agency**

- Collected data from Twitter API, Amazon GoodReads, and Google Adwords for books requested by 20 publishers
- Deployed a reliable, scalable, and inexpensive ETL solution using AWS S3, AWS Glue, AWS Kinesis, and Amazon Redshift

## PROFESSIONAL EXPERIENCE

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**Mindshare, GroupM | New York, NY | Data Engineer (Full-Time)**

Jul 21 - Present

- Gather, store, and maintain big data sets for all digital marketing channels. Data sources include Ad Server, DSP, DMP
- Design, build and deploy ETL and data management processes with error/exception handling and rollback framework
- Maintain a high degree of knowledge in cloud data architecture and ETL best practices across Microsoft Azure services
- Formulate and execute robust UAT protocols to identify and address latent errors in product functions

**MediaCom, GroupM | New York, NY | Analyst, Business Science & Analytics (Full-Time)**

Jun 20 - Jan 21

- Created and maintained ETL pipeline for cross-channels advertising data collected from Google campaign platforms; leveraged Python, SQL Server, and Datorama to pre-process, transform, and warehouse large datasets
- Automated performance reporting and analyses by deploying Tableau dashboards powered by SQL Server; designed visualizations to evaluate performance of various channels, publishers, campaign, products, and audiences
- Built Marketing-Mix-Model (MMM) using enterprise software (AWB) to recreate market dynamic and measure marketing impact of various media channels (TV, Search, Socials)

**Estée Lauder Companies | New York, NY | Data Analyst (Contract)**

Nov 19 - May 20

- Performed web-scraping tasks in Python by using Selenium to collect 15,000 product franchises for 900 beauty brands
- Derived franchise names for 300k fragrance and cosmetic products by utilizing similarity measures in the fuzzywuzzy package; reduced 50% of manual processing time

**Gartner L2 | New York, NY | Digital Research Associate (Full-Time)**

Jul 17 - Aug 19

- Designed research methodologies and conducted data-driven analyses to evaluate digital performance of 300+ fashion and beauty brands across major marketing channels (social, e-commerce, search, owned media)
- Leveraged Excel and BI software Periscope to monitor quarterly data ingestion process and quality; communicated data related issues between data vendors, client strategy team, and engineers

## EDUCATION

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**The Grace Hopper Program at Fullstack Academy | New York, NY | Web Development Immersive**

Feb 21 - Present

**Baruch College, Zicklin School of Business | New York, NY | MS in Business Analytics, GPA: 3.73**

Sep 19 - Jul 21

**Weissman School of Arts and Sciences | New York, NY | BA in Actuarial Science, GPA: 3.57**

Dec 17

### Leadership Activities

**Baruch Data Science & Analytics Society | Co-founder & Vice President**

Sep 19 – Dec 20

- Automate email campaigns on Mailchimp and analyze effectiveness metrics such as open rate and CTR