Zhitao Kou

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Objective

- I am looking for analyst positions to increase revenue and bring insights to product.

Education

B.A. Economics | UC Santa Barbara | With STEM OPT Extension

- GPA: 3.3/4.0
- Graduated December 2018; OPT since February 2019.
- Related Courses: Econometrics; Law and Economics; Personnel Economics; Computer Science; Journalism for the Web; Computational Linguists; Technology Management Program.

Analytic Techniques for Business | Duke University Coursera Certificate

- Topics Covered: Business Metrics; Data Visualization; Database Queries; Communication Skills.
- Skills Acquired: Excel; Tableau; MySQL; Teradata.

Experience

Quality Evaluator @ Google Inc. (via Adecco)

April 2019 – Present; Los Angeles, CA

- Tuned AdSense Machine Learning models to meet demands of advertisers and publishers;
- Collaborated with Linguists and Engineers in LA and abroad using internal tools;
- Investigated user demands by gathering existing and new search queries;
- Analyzed texts, videos, apps, websites to improve ads matching;
- Examined app patterns from both Google Play and App Store;
- Helped launch complex projects across multiple languages and industries.

Editor Intern @ Insight China

June 2018 – September 2018; Beijing, China

- Composed articles on American education policy and college lifestyles for 1 million subscribers;
- Organized 2 live events in Beijing and Shanghai for volunteer management;
- Reached out to business partners to establish long term cooperation.

Remote Product Manager/Developer @ ACTmi Education

December 2015 – October 2017; Beijing, China

- Led actmi.net and corresponding smallapp design & development with student developers and content creators;
- Trained English teachers to use collaboration tools and write LaTeX compatible contents;
- Managed 30+ students to compose an ACT test vocabulary book.

Skills

- Technical: Python, C++, HTML, CSS, STATA, EViews, R, Tableau, MySQL, Teradata, Excel, G Suites.
- Communication: Native in Chinese. Strong verbal & writing skills. Storyteller.
- Attitudes: Enjoy pressure, impact, details, teamwork, and international collaboration.