Yang Qian

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Portfolio: https://github.com/Joeyy886/Portfolio

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Summary

Hi! I'm a Master graduate from Linköping University, with 3 years of experience in digital marketing. During my studies, I've developed multiple data analysis skills like SQL, Python, Excel, and Power BI. Now I'm seeking the opportunity in Sweden to apply my analytical skills and support data-driven business decisions.

Education

MSc Computational Social Science, Linköping University   Aug 2022 - Oct 2024

- Core Modules: Statistics & Data Science/ Machine Learning for Social Research/ Behavioral Analytics/ Social Network Analysis/ Discrete Choice Modeling/ Digital Research Methods.

BA Fashion Design and Communication, Shanghai Institute of Visual Arts   Sep 2012 - Jun 2016

- Core Modules: Marketing/ Consumer Behavior/ Market Planning/ Brand Management/ Design Thinking.

Extra-Curricular Activities

Association Member | Linköping University | *Norrköping, SE*   Sep 2023 - May 2025

- Active member of sports and outdoor student associations (NAFFI & PAFF), participating in group activities.

Parade Volunteer | Stockholm Pride 2024 | *Stockholm, SE*   Aug 2024

- Joined the Paradvolontär team and supported the setup and coordination during the Pride Parade.

Volunteer | Erikshjälpen Second Hand | *Norrköping, SE*   Sep 2023 - May 2024

- Collaborated with other volunteers in community service operations and developed Swedish language proficiency.

Work Experience

Content Writer | Zhihu.com | *Freelance*   Jun 2021 - Aug 2022

- Produced and analyzed over 450+ contents for Wearable products through platform analytics (488k+ views).

- Improved and optimize content strategy through analysis of user feedback entries (7.5k+ like, share, comments).

Market Analyst | 21Epub Co.,Ltd | *Shanghai, CN*   Jul 2016 - Apr 2018

- Conducted market research for SaaS products (Epub360, Coolsite360) and produced analysis reports.

- Implemented SEO/SEM strategies across search engines and social platforms to increase products visibility.

- Analyzed user feedback and usage data to generate actionable insights for product improvement.

Academic Projects

Social Media NLP Analysis | Python, NLP | [Github](#)   Jan 2024 - Oct 2024

- Collected and analyzed ~35K Reddit posts to explore weight loss discussions during the pandemic.

- Applied topic modeling (LDA) to identify 16 key topics grouped into 5 themes (e.g., diet, exercise).

- Performed lexcion-based analysis (VADER, NRC-EIL) to track sentiment/emotion dynamics across topics.

Netflix Series Analysis | **R, Power BI** | [Github](#)   Aug 2023 - Dec 2023

- Collected and preprocessed on the top 100 Netflix series from Rotten Tomatoes through R web scraping.

- Conducted exploratory data analysis (EDA) to explore key trends including genre distributions, ratings trends.

Technical Skills

- **IT Skill:** Proficient in Programming (SQL, Python, R, Excel), Data Visualization (Tableau, Power BI), Statistical Analysis (Descriptive Statistics, A/B Testing, Hypothesis Testing, Regression Analysis).

- **Soft Skill:** Problem Solving, Customer Service, Teamwork, Organization, Time Management, Attention to Detail.

Additional Information

Language: English (fluent), Swedish (conversant), Mandarin (native).

Interest: Badminton, jogging, climbing, hiking, camping, cooking, traveling, and photography.

Experience Abroad: 1.5-year working holiday in Australia, gaining hands-on experience in diverse roles.