

## EDUCATION

### Robert H. Smith School of Business, University of Maryland, College Park, MD

Master of Science in Marketing Analytics GPA: 3.5

2015

### Shanghai Normal University, Shanghai, China

Bachelor of Engineering Major in Machinery Design & Manufacturing and Automation

Bachelor of Art Minor in English

2014

## WORKING EXPERIENCE

### Center for Vein Restoration, Greenbelt, MD, US - Sales Analyst

- Worked closely with regional sales directors to effectively lead Sales Operational, Data Reporting and Analysis
- Approached pro-actively in the creation and delivery of sales analysis reports for problem solving and decision making
- Prepared trend analysis reports to identify underperforming centers and deliver suggestion for tactical planning
- Built variable commission programs for sales liaisons that optimize cost per unit and distributed utilized Excel VBA/Macro
- Performed ETL process through SQL queries and automated jobs using SQL agent that reads/writes to/from database and securely transfer to/from the external vendor such as Signature Forum, Xamplifer etc. using IP switch
- Created SSRS reports, wrote MDX queries to generate OLAP cube reports using SSAS to create multi-dimensional dataset
- Analyzed and presented data summarizing sales, financial, or marketing activity for review using statistical model in R Studio
- Performed competitor analysis using various statistical approaches such as T-test, ANOVA test, Conjoint Analysis and regression
- Designed data visualization and interactive dashboard in Power BI using multi-dimensional model and DAX functions

2016

2020

### Envision Experience, Vienna, VA, US - Marketing Analyst

- Worked with product marketing team in creation and maintenance of reports and dashboards including marketing campaign results, web analytics, business revenue reports and teacher nominations
- Updated Student and Mentor Program Mailing Dashboard by tracking campaign KPIs from multiple sources
- Prepared and shared results and actionable insights to executives and key stakeholders in weekly meetings
- Performed and analyzed A/B test to evaluate effectiveness of campaigns and websites to drive more enrollments and traffics
- Oversee dataflow through various of websites, including web acquisition and usage in Google Analytics
- Assisted digital market team to monitor Digital spend and other key metrics on Social Media using Facebook Business Manager

2015

### Nissan (China) Investment Co., Ltd, Shanghai, CHN - Sales Analyst

- Worked collaboratively with four regional managers to conduct sales and marketing analysis for Infiniti East Regional Office
- Collected data, prepared weekly sales reports and performance charts to present to a group of four regional managers in weekly review meetings with recommendations and action items on strategies to enhance sales
- Updated KPI weekly reports to the HQs, consolidated monthly KPI data to help track sales activities
- Analyzed market share data of competitors monthly and made recommendations to executives on ways to penetrate market
- Assisted marketing department in drafting quarterly marketing operation plan in terms of online and off-line activities

2013

2014

## LEADERSHIP & PROJECT EXPERIENCE

### Involved in a team of five in Under Armour Action Learning Project

- Cleaned data set by selecting significant variables Utilizing R data cleaning package such as dplyr, tidyr and reshape
- Build fit clustering models and logistic regression model in SPSS and R to define different customer profiles and segments
- Contributed six practical suggestions to UA with regard to the potential high conversion customer profile and marketing strategies

2015

### Built logistic regression classifier to predict patient appointment booking based on demographic data

- Extracted data from data warehouse in SQL Server using SQL queries
- Imported that data into R using ODBC package and performed data cleaning and reshaping using dplyr and reshape2 package
- Performed inferential statistics, exploratory data analysis and data visualization in R using ggplot2 and DT
- Split the data into training and testing data and fit logistic regression model using the training dataset
- Validated the model using test data and predicted the probability of patient appointment booking using patient demographic data

2015

## ADDITIONAL INFORMATION

Languages Chinese, English, German

Technical Skills R, Python, Jupyter Notebook, SQL Server, SAS, Microsoft Office, Visual Studio, Tableau, Power BI, Google Analytics