

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

Conducted a pre-launch forecasting of HoloLens sales in USA from 2015 to 2019

- Selected four products as HoloLens' analogous product based on feature, perception and usage
- Generated reasonable potential market size for each analogous product using top to bottom approach
- Built respective Bass models in Excel for each analogous product of HoloLens
- Estimated potential market size for HoloLens Using Delphi Approach and calculate rate for innovation and imitation
- Forecasted five year unit sales of HoloLens under the best, worst and most likely scenarios leveraging Excel Solver

2015

ADDITIONAL INFORMATION

Languages Chinese, English, German

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