

SUMMARY

With 12 years of industry experience, I've honed my analytical skills to drive growth in e-commerce and real estate. Currently I'm expanding my data skillset through the Master of Information System program at UW's Foster School of Business. At my cosmetics startup, ATMT, I leveraged analytics to reach \$5 million in annual sales, demonstrating an ability to turn data insights into profitable action.

EDUCATION

University of Washington – Michael G. Foster School of Business

Seattle, WA

*Master of Science in Information Systems**June 2024 (expected)*

Hunan University of Arts and Science

Hunan, China

*Bachelor of Science in marketing; GPA: 3.83/4.00**September 2010*

SKILL

- **Programming:** SQL, Python, R
- **Data Visualization:** Excel, Tableau, Power BI, Microsoft PowerPoint Programming libraries (Matplotlib, etc)
- **Modeling:** Linear Regression, Logistic Regression, Random Forest, K-means Clustering, Hierarchical Clustering
- **Strategic Analytical Skills:** Critical Thinking, Problem-solving, Statistical Analysis

PROJECTS

Pizza Sales Analysis

- Executed SQL queries to extract key performance indicators for pizza sales and developed intuitive Tableau dashboard to depict sales trends, effectively communicating business insights.

Alibaba User Behavior

- Leveraged Pandas, Seaborn, and Matplotlib to distill user behavior insights and employed K-means clustering to steer marketing efforts.

WORK EXPERIENCE

Founder and Owner

Changsha, China

*ATMT: Start-up E-commerce Specialized in Cosmetics**2016 – 2022*

- **Revenue Achievement:** Achieved a 30% increase in web traffic and \$5 million sales through strategic A/B testing, targeted SEO, and incisive market analysis to optimize product lines and marketing.
- **Campaign Success:** Launched a \$12K referral drive, expanding membership by 150%.
- **Customer Focus:** Achieved a 10% conversion and retention rate increase by delivering high-quality products, providing personalized experiences, and enhancing after-sales policies.
- **Team Leadership:** Fostered a '5Es' team culture, leading a compact team to innovate and implement dynamic e-commerce strategies.

Senior Sales Manager

Changsha, China

*Shenzhen World Union Consultancy: Top 10 Chinese Real Estate Consulting Firms**2010 – 2015*

- **Sales Champion:** Analyzed customer data to tailor sales approaches, leading to personal sales of \$10 million and earning the title of 'Annual Sales Champion' twice.
- **Team Leadership:** Established a performance framework and motivational policies, driving the team to a \$30 million sales achievement.
- **Communication skills:** Enhanced customer base to over 10,000 through exceptional communication skills and strategic networking.