

Alex Lin

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Motivated storyteller adept at advanced statistical modeling used to translate complex models to actionable insights. Well-versed in communicating to audiences with varied technical acumen.

- **Software:** Pandas, Tableau
- **Programming:** Python, SQL, R
- **Certifications:** PCEP—Certified Entry-Level Python Programmer
- **Language:** Chinese (conversational)

EDUCATION

Master of Science in Analytics May 2025

Institute for Advanced Analytics, NCSU, Raleigh, NC

Bachelor of Science in Statistics and Analytics | Minor in Chinese May 2024

UNC, Chapel Hill, NC

PRACTICUM

Axios Raleigh, NC

Communication Lead September 2024—Current

- Creating self-defined user groups using 600+ GB of data, focusing on super-users to enhance Axios' understanding of users' characteristics to potentially tailor content and messaging
- Applying logistic regression and clustering algorithms to predict newsletter churn, site advertisement impressions, and the likelihood of future engagements
- Utilizing **Pandas** and **SQL** to identify key user segments, contributing to enhanced targeted marketing strategies
- Migrating parquet files into **PostgreSQL** using **Python**, optimizing data flow
- Ensuring quality and consistency of final deliverables and leading the team in implementation of a data ethics framework

WORK EXPERIENCE

City of Raleigh Raleigh, NC

Partnership Raleigh Community Climate Intern June 2023—August 2023

- Spearheaded historical rainfall analysis of 2 million data points for the Walnut Creek floodplain using **R** and **PowerBI**
- Updated visual display projects by integrating GIS with analysis findings, enhancing context and relevance of displayed flood events
- Presented findings at bimonthly Stormwater Management Advisory Commission meetings

Carolina Engagement Center Chapel Hill, NC

Student Ambassador August 2022—January 2023

- Communicated campus news and events to alumni, parents, and friends while encouraging financial support to the UNC Chapel Hill's Annual Fund and other college programs
- Raised over \$10k in the first semester of calling

COMMUNITY INVOLVEMENT

Grow Your World Durham, NC

Student Tutor January 2023—August 2023

- Provided personalized, 1:1 tutoring for 15+ elementary school students, tailoring lesson plans and teaching materials
- Implemented records of student progress, including post-tutoring assessments and feedback