

# Lorena Wang

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## EDUCATION

**Brandeis International Business School**

**Waltham, MA**

**Candidate for Master of Science in Business Analytics (STEM-Designated)**

08/2024 - 12/2025

*Anticipated coursework:* Advanced Data Analytics, Applied Econometrics with R, Supply Chain Analytics

**Kean University**

**Union, NJ**

**Bachelor of Arts in Mathematical Sciences - Data Analytics - GPA: 3.70**

09/2015 - 05/2019

*Relevant coursework:* Big Data Computing, Foundations of Data Analysis, Data Visualization, Statistical Data Mining

## TECHNICAL SKILLS

**Programming Languages:** Python, SQL, R

**Computer Software:** Microsoft Excel

**Analytics:** Data Visualization, Data Mining, Marketing Analytics, Predictive Modeling

## WORK EXPERIENCE

**Beijing Da Yi Consulting Management Co.**

**Beijing, China**

**Research Associate**

09/2022 - 08/2023

- Delivered 20 reports for the application of MA Identification Code using Excel for customer data cleaning and modeling, and Python for data analysis and visualization; collaborated with internal team members to execute marketing strategies
- Analyzed survey responses to identify trends of 10000+ consumer behavioral patterns, user profiles, target audiences and mental models to enhance product and marketing strategy optimization
- Enhanced online recruitment portal for employee referrals to reduce spend on external placements by 30%

**Palmax Ltd.**

**Chengdu, China**

**Ad Operations Analyst**

11/2020 - 07/2021

- Led launch of Tencent Gameloop simulator and Mikuru in four countries to monitor campaign performance and pacing to goals, achieved 90% of goals planned for 2 months; Provided data intelligent analysis and action strategy on ads platform, boosted sales by 25%.
- Collaborated with SEO team to launch China Literature Limited Novels ads in North America; Managed data collection processes, ensured quality tracking across all channels and built campaigns from ground up, realizing a 35% revenue increase
- Engaged in weekly department meeting with internal agency teams and externally with assigned clients to troubleshoot issues related to campaign assets and performance

## ACADEMIC PROJECTS

**Kean University**

**Union, NJ**

**Visualize the Federal Large Datasets (HIV/HPV)**

01/2018-04/2018

- Filtered survey data on CDC dataset using R to predict the spread of sexually transmitted diseases such as HIV/HPV and identify risk factors
- Generated pie charts, barplot, boxplot and mosaic plots to analyze the relationship between multiple variables and citizens in New Jersey and California

## ACTIVITIES/SKILLS

**Activities:** Kean University Access Tutoring Program (Math Tutor, 2016-2018)

**Volunteer:** Jumpstart (Teacher, 2016 - 2017), The United Nations 1 Billion Voices – Making the Invisible Visible (Member, 2019), Habitat for Humanity (Student Volunteer, 2015)

**Languages:** Chinese Mandarin (Native), English (Fluent)