

EDUCATION

Boston University	May 2024 –May 2025
MS in Business Analytics	
● GPA: 3.2/4.0	
● Core Courses: Business Analytics Foundations, Operations Management, Financial Concepts, Quantitative and Qualitative Decision-Making, Enterprise Risk Analytics, Marketing Analytics, Strategic Management, etc.	
University of South Carolina & Boston University	Aug 2019 –Aug 2023
Bachelor in Hospitality, Retail & Sport Management & Economics	
● GPA: 3.93/4.0	
● Relevant Courses: Microeconomics, Macroeconomics, Industrial Organization, Development Economics, International Economics, Labor Economics, International Trade,etc.	

WORK EXPERIENCE

Entrepreneur Online Beauty Shop	Aug 2022 - Aug 2024
● Market Research & Customer Targeting: Conducted strategic market research leveraging NLP (BERT model) to analyze 1,000+ competitor reviews, identifying consumer trends and enabling targeted campaigns that generated ¥50k in sales within the first month with a 15% click-through rate.	
● Operational Efficiency & Forecasting: Implemented inventory forecasting strategies using the Prophet model, reducing forecast errors from 30% to 12%, increasing inventory turnover by 40%, and driving monthly orders to over 150+.	
● Customer Segmentation & Retention: Applied RFM segmentation to personalize marketing campaigns, boosting repeat purchase rates from 18% to 42% and increasing customer lifetime value by 50%, demonstrating customer journey mapping capabilities.	
● Supply Chain Optimization: Streamlined procurement and logistics processes, cutting shipping costs by 25% and procurement expenses by 15%, enhancing overall operational efficiency, achieving operational excellence through process digitization.	
Digital Marketing Specialist Beijing Radio Cultural Transmission Co., Ltd	May 2022 – Aug 2022
● Strategic Digital Campaigns: Leveraged Python RFM+chaining withK-means clustering to segment 500K+ fans, identifying high-value groups contributing 65% of historical engagement.	
● Audience Insights & Engagement: Deployed Weibo/ Douyin SEO tactics including trending topic hijacking (12 hashtags) and long-tail keyword optimization, boosting organic reach by 40% through algorithmic content optimization.	
● Automation & Reporting Optimization: Developed Python ETL pipelines automating data collection from Weibo/ Douyin APIs and performance tracking, reducing reporting time by 65% and enhancing data accuracy.	
● High-Impact Marketing Results: Secured # 22 Weibo & # 20 Douyin hot search rankings through strategic KOL partnerships and algorithmic content optimization. Increased retention by 25% via personalized AR filters and post-campaign discounts demonstrating customer-centric innovation.	
Social Activities Coordinator Bridging Hope Charity Foundation	May 2022 – Aug 2022
● Community Mental Health Programs: Designed and executed art-based mental health initiatives for 200+ children across 20+ communities, with 80% of participants reporting improved emotional resilience-directly benefiting 500+ families.	
● Volunteer Leadership & Coordination: Managed and trained 30 volunteers, implementing efficiency optimizations that improved program execution by 40%.	
● Program Logistics & Impact Assessment: Orchestrated large-scale community events, integrating real-time feedback mechanisms to achieve a 95% participant satisfaction rate.	
● Stakeholder Collaboration: Partnered with scholars and mental health professionals to design the "Art Communication" curriculum, enhancing engagement by 35% and expanding program reach.	

PROJECT EXPERIENCE

LobsterLand Fantasy Winter Carnival	Sep 2024 - Dec 2024
● Revenue Analysis & Business Strategy: Analyzed 100K+ transaction records using SQL and Tableau, identifying food category as top revenue drivers and optimizing pricing strategies to increase projected revenue by ¥50K.	
● Supplier Ecosystem Optimization: Analyzed supplier performance using "reputation-revenue" correlation by boxplots/scatterplots, enhancing profit-sharing models and improving supplier exposure resulting in \$50K incremental revenue.	
● Customer Engagement & Digitalization: Built a logistic regression model (85% accuracy) to predict visitor preferences, leading to a 20% increase in customer satisfaction through data-driven engagement strategies.	
AR-Assisted Solution for Alzheimer's Patients	Jan 2024 - May 2024
● AI Performance Enhancement: Led agile development through bi-weekly sprints, leveraging the Meta framework to improve AI facial recognition accuracy by 23% (75 % - 92%) while reducing hardware costs by 40%.	
● Revenue Model & Cost Efficiency: Architected a hybrid B2C/B2B pricing model (Basic/Premium + bulk discounts), validated via Business Model Canvas workshops, and reduced customer acquisition costs by 20% through strategic insurer partnerships.	
● Regulatory Compliance & Risk Management: Ensured HIPAA compliance and FDA pre-certification, implementing a flexible pre-sale inventory model to mitigate operational risks and accelerate time-to-market.	

SKILLS

Technical: Python (Pandas, NumPy, Scikit-learn), SQL, R(Tidyverse,Caret), VBATableau (Certified), Power BI, AWS QuickSight, NPL.

Consulting & Business: CLV Modeling, A/B Testing, Digital Transformation, Agile Optimization, DCF/ROI Analysis (Business Model Canvas).

Languages: English (Fluent; full professional proficiency), Mandarin (Native).