MENG XU

US Citizen

Personal Website: https://mengxu-readme.github.io

EDUCATION

Georgia Institute of Technology, Scheller College of Business

Master of Business Administration (MBA), Business Analytics   2020
- GPA: 4.00
- Merit-based scholarship

The University of Georgia, Terry College of Business

Bachelor of Business Administration (BBA), Risk Management and Insurance   2013
- GPA: 3.88
- Merit-based scholarship

RESEARCH EXPERIENCE

Graduate Research Assistant   Fall 2018 - Fall 2019

Georgia Institute of Technology   Atlanta, GA
- Worked on several projects on IT policies and IT talent retention strategies at the Department of Information Technology

Social Media Sentiment Analysis Research Project   Fall 2019

Georgia Institute of Technology   Atlanta, GA
- Analyzed the sentiment for three new iPhone releases utilizing various media outlets such as Wall Street Journal news, Apple's Newsroom, and TechCrunch articles as well as general consumer responses via Twitter using Twitter APIs
- Examined the relationship between sentiment and Apple's stock performance before and after new iPhone product launches and how sentiment was reflected in stock price
- Provided managerial implications for companies to be more engaged with general consumers on social media platforms before, during, and after each new product release
- Please see more details such as data sources, regression analysis, and limitations regarding this research project on my website

TEACHING EXPERIENCE

Adjunct Professor   Fall 2020

Mercer University   Atlanta, GA
- Designed and instructed a graduate level course, BA 631 Visual Reporting and Communication, to the Master of Science in Business Analytics students

Graduate Teaching Assistant   Spring 2020

Georgia Institute of Technology   Atlanta, GA
- Created assignments, graded homeworks, and held office hours for a undergraduate level course, MGT 2210 Information Systems and Digital Transformation

PROFESSIONAL EXPERIENCE

Senior Product Manager   2021 - 2022

Equifax, Research and Development Department   Atlanta, GA

- Managed the [Equifax Ignite®](#) analytics SaaS platform, led cross-functional agile teams from 15+ countries, and collaborated with internal and external stakeholders to define and prioritize product roadmap
- Performed market and competitive analysis, identified gaps, and continuously innovated the product, generating over $600M annual revenue worldwide

Senior Marketing Strategy Analyst   2020–2021

UPS, Marketing Department   Atlanta, GA

- Analyzed millions of API transactions independently with Google BigQuery, Oracle SQL, and Python to guide data-driven decision-making for product enhancement and new product development
- Designed surveys and conducted focus group interviews to understand customer pain points and perspectives and translated these insights into new product features
- Led the Digital eCommerce and API Strategy to design and build the UPS.com Developer Portal, providing next-gen user experience to millions of end users

Marketing Research Intern   2019

UPS, Marketing Department   Atlanta, GA

- Conducted research and analysis of e-commerce fulfillment market independently to devise a strategy for positioning a new product [UPS® eFulfillment](#)

Account Executive   2014 - 2018

Builders, Underwriting Department   Atlanta, GA

- Performed competitive analysis to develop a unique selling proposition for 25+ markets and commercialized new insurance products leading to $200M in premiums
- Analyzed the frequency and severity of accidents and updated the risk management and loss control criteria, reducing the company's claims payout by 20%

COURSEWORK

- Economics (Micro and Macro)
- Econometrics
- Statistics and Probability
- Calculus (I, II, III)
- Linear Algebra
- Operations Research

- Strategic Management
- Organizational Behavior
- Data Analytics
- Data Visualization
- Marketing Analytics
- Marketing Research

SKILLS

Python, SQL, Tableau, Power BI