

# MENG XU

US Citizen

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

## EDUCATION

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### 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

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### Graduate Research Assistant

Fall 2018 - Fall 2019

Georgia Institute of Technology

Atlanta, GA

- Worked on several IT projects under the supervision of Dr. Shannon Thomas at the Department of Information Technology

### Social Media Analytics Project

Fall 2019

Georgia Institute of Technology

Atlanta, GA

- Collected tweets using Twitter API, analyzed tweets about iPhones before and after the launch of several iPhone models to analyze consumer sentiment
- Examined the relationship between consumer sentiment and Apple's stock performance during new iPhone product launches

### Big Data Project

Spring 2019

Georgia Institute of Technology

Atlanta, GA

- Utilized data provided by a large shopping mall, combined the dataset with external data such as holiday, weather, and unemployment rate, and built a neural network model to predict foot traffic at this shopping mall
- Used the prediction to help the shopping mall optimize its marketing strategy

## TEACHING EXPERIENCE

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### 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**

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### **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**

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|-------------------------------|---------------------------|
| • Economics (Micro and Macro) | • Strategic Management    |
| • Econometrics                | • Organizational Behavior |
| • Statistics and Probability  | • Data Analytics          |
| • Calculus (I, II, III)       | • Data Visualization      |
| • Linear Algebra              | • Marketing Analytics     |
| • Operations Research         | • Marketing Research      |

## **SKILLS**

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Python, SQL, Tableau, Power BI