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 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

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