Jimmy Ng

T: 917.331.8892 E: jim.ng112@gmail.com   LinkedIn: https://www.linkedin.com/in/jimmy-ng-32519052

SKILL

Proficient in SQL, R, Excel, Looker, SPSS; familiar with Python, Git, shinyApp, Tableau, Google Data Studio

PROFESSIONAL EXPERIENCE

Bloomberg LP   April 2017 – present
Data Analyst, Data Science & Insights in Media

- ✓ extract, clean and model audience data in Apache **Hive**, Amazon **S3** & Google **Big Query**
- ✓ build Naive Bayes, multilinear, multinomial, logistic regression models in order to create and refine audience segments
- ✓ manage Bloomberg audience segments on **Data Management Platform** (DMP) - Lotame, Krux and other third-party data provider, e.g. Bombora
- ✓ conduct **text mining** in **R**, e.g., bag-of-words (vector-space model), sentiment analysis, TF-IDF, Latent Dirichlet Association (LDA), log-ratio, collocation/co-occurrence of words, etc.
- ✓ initiate data "webhouse" schema to power analytics in Google Big Query, e.g. visitor fact, content dim, consumption fact, topic classification, etc.

Pitney Bowes, Global Ecommerce   November 2014 – April 2017
Business Intelligence Analyst, Business Intelligence

- ✓ created and maintained customer fact table in data warehouse (DW)
- ✓ visualized growing customer data by building dashboards and implementing LookML in **Looker** for marketing team
- ✓ built and automated reports with **ETL** (**Pentaho**) that powered decision making for client management team
- ✓ partnered with various stakeholders to create KPI and weekly status update for executive team
- ✓ conducted business analytics using **R**

Borderfree (acquired by Pitney Bowes)   June 2012 – November 2014
Senior Research Associate, Consumer & Marketing

- ✓ managed an online **consumer panel** (powered by Vision Critical) that was dedicated for Borderfree international marketing strategy, e.g., quantitative research study, qualitative focus-group study, e.g. Russia, June 2013; Singapore and South Korea, March 2014
- ✓ conducted research analysis in **SPSS** for descriptive analysis, hypothesis testing, cluster analysis, etc.
- ✓ managed consumer research projects for Borderfree clients, e.g. Saks, Bloomingdales, Neiman Marcus, Nordstrom, etc., from design of survey, programming, data analysis, report summary to consultation
- ✓ partnered with design team to create international shoppers' infographics and a series of Borderfree country report

New School for Social Research, New York   September 2010 – May 2012
Researcher (part-time)

- ✓ participated in full cycle of social research activities, e.g., grant submission, subject recruitment, data collection, analysis, report finding and presentation

University of Hong Kong / Hong Kong Polytechnics University, Hong Kong   September 2006 – March 2010
Researcher / Project Administrator

- ✓ coordinated research teams and activities in Shanghai and Hong Kong
- ✓ supervised a longitudinal literacy program in local elementary schools
- ✓ coauthored a qualitative research study, "Chinese older adults' resilience to the loneliness of living alone: A qualitative study" published in Aging & Mental Health in 2012

EDUCATION

- ❖ M.A. in Psychology, New School for Social Research   September 2010 – May 2012
- ❖ B.Sc. in Psychology (honor), Union College   September 2002 – June 2006