**Jimmy Ng**

**T: 917.331.8892 E:** [**jim.ng112@gmail.com**](mailto:jim.ng112@gmail.com) **LinkedIn:** [**https://www.linkedin.com/in/jimmy-ng-32519052**](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