Jiajun (Nick) H.

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Career Highlights

Data enthusiast with 2+ years of experience at big-name companies since sophomore year, with experience spanning advertising, entertainment and supply chain industries. Focused on driving business growth through AB testing and ML methods.

Education

University of Illinois Urbana-Champaign   Urbana, IL
M.S. in Information Science - Data Science Pathway (#1 in Info Systems, U.S. News)   *Aug 2024 - May 2026*

Shenzhen University   Shenzhen
B.S. in Applied Mathematics - Top 10% of class, with multiple awards and scholarships   *Sep 2019 - Jun 2023*

Work Experience

Sonic SVM   *Mar 2023 - Jul 2024*
Business Intelligence Engineer - Bitkraft-backed SaaS for 50+ Game Studios, $100M valuation

- Spearheaded data governance implementation, driving 3 C-level strategic decisions with quant insights, report to CPO
- Built Looker Studio dashboards for tier-1 VCs, instrumental in securing $13M Series A funding from leading investors
- Designed tracking specs and deployed backend logging for 5 core products, enabling 20+ key metrics for analytics
- Scaled data sources by 2x and architected ETL pipelines on GCP, ensuring 99.9% accuracy with optimized SQL queries
- Innovated customer analysis dashboards, enabling BD team to access KPIs within 2 minutes, boosting client management
- Automated API log extraction workflow from PostgreSQL to BigQuery using Airflow, reducing 43.2% processing time

Baidu, Inc. | Nasdaq: BIDU   *Apr 2022 - Jul 2022*
Advertising Data Analyst - Premier AdTech Platform with 10,000+ Global Partners

- Drove 3x ad revenue growth to $x00K/month in 3 months by optimizing traffic arbitrage for emerging publisher clients
- Created anomaly detection framework from scratch, cutting incident response time by 2 hours through auto alerts
- Reversed declining ROI by refining targeting through attribution analysis with Excel, turning losses into profits
- Performed on-page SEO optimizations using Google Search Console, leading to a 50% increase in organic traffic
- Established core user profiles for Snapchat ad channel using K-Means clustering, enhancing ad conversion rates by 9.23%
- Built LTV model with Google Ads & Analytics, helping media buying team identify 3 high-revenue countries in 2 weeks

Tencent | Fortune 500   *Jul 2021 - Dec 2021*
User Growth Data Analyst - 100M+ MAU Short Video Flagship: WeSee (TikTok Rival)

- Conceived 4+ A/B testings across user lifecycle to supercharge AARRR metrics, boosting daily new user 1.5x in 1 month
- Leveraged EDA and funnel analysis on behavior data, proposing 8 optimization insights, 6 driving positive impact
- Revamped user onboarding flow, leveraging analytics to boost login success 9.2% and improve overall retention 0.6%
- Planned referral campaigns, optimized assets with designers, increasing share rate by 1.92% based on test results
- Enhanced activation by improving comments panel, streamlined navigation, increasing content interactions by 5.3%

Projects

Supply Chain Procurement and Transshipment Optimization   *1st Prize, CUMCM 2021*

- Greatly reduced supplier base by 86% while maintained 97% supply volume for enterprise by building evaluation model
- Built linear programming model, reducing cost by 69.21% and minimizing loss by 52.1% in ordering and transportation

Patent Valuation Model for Pharm Exec Top 50 Company   *Merit Prize, GBA Financial Modeling 2020*

- Implemented BP neural network in Python (sklearn) for patent pricing of 400+ patents, establishing benchmark model
- Optimized model with Extreme Machine Learning, reducing training time by 99.11% and improving accuracy by 9.88%

Online Book Sales Forecast   *2nd Prize (Top 20%), University Cup Math Modeling Contest*

- Led engineering of a forecasting model combining XGBoost and Time Series model, achieving 95%+ prediction accuracy
- Applied Grey Relational Analysis to identify 3 key factors driving significant sales fluctuations

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[0] Actively seeking Summer 2025 internship and Fall 2025 co-op opportunities. Willing to relocate. Authorized to work in the US