

Peiqi (Sam) He

Tel: (+86)13620083052 | Email: peiqih3@outlook.com

EDUCATION

Boston University

Master of Science in Applied Business Analytics

Boston, MA

Sept. 2022 – June 2023

- Core Courses: information structure, quantitative and qualitative decision-making, database design and implementation

University of Washington

Bachelor of Arts in Food System, Nutrition, and Health; Minor in Informatics

Seattle, WA

Sept. 2018 – June 2022

- Selected for Dean's list 4 times, won major's Golden Beet Award 3 times

SKILLS

- **Technical:** Python, SQL, R, Wind, Figma, Microsoft Office Suite, Photoshop
- **Language:** English (proficient), Mandarin (native), Cantonese (native)

PROJECT EXPERIENCE

Cardiovascular Medical Market in China

Member of a 6-Person Team, Internship Project

Shanghai, China

July 2021 – Oct 2021

Performed analysis of government policy and competition landscape, and pre-project research on the artificial heart and artificial valve products, collaborated in drafting 50+ pages internal project proposal and business plan and being adopted, including disease epidemiology, treatment pain points, and clinical needs assessment, market growth factors and future trends, etc.

COVID-19 Outbreak and Socioeconomic Factors Survey

Leader of a 4-Person Team, Course Project

Seattle, WA

March 2021 – June 2021

- Performed leading the research on COVID-19 and socioeconomic factors, consulted data reported on Kaggle and State Dept. of Health, including gender, race, poverty, and health index, to investigate such impact on COVID-19 morbidity and mortality
- Utilized dplyr and tidyr packages of R language to assort and integrate data, performed multidimensional data-analysis through interactive charts with plotly and shiny packages, providing insights of local medical resources and ethnicity are associated factors, eventually publishing such charts and perception on the shinyapp website

'COVID Pass' Health Code Design

Member of a 4-Person Team, Course Project

Seattle, WA

Jan 2021 – March 2021

- Responsible for designing a health code app via Figma, collected 106 survey responses from users, update functions and improved UX to address vulnerable groups' need and updated to local city's health code

PROFESSIONAL EXPERIENCE

Frost & Sullivan

Healthcare Consultant Intern

Shanghai, China

July 2021 – Oct. 2021

- Responsible for mapping the domestic cardiovascular medical market through grabbing data from GHDx, Wind platform, and cold calls, and the selected key companies were verified as the core competitors for 4 invested enterprise
- Deeply engaged in industry reports and prospectuses for listed companies, topics including artificial heart pipelines, individually composed 20+ pages of industry reports, providing solid data support for future project mining and evaluation

Nilsen

CPG Data Analyst Intern

Shanghai, China

Oct. 2020 – Dec. 2020

- In-deep tracking of the domestic fabric conditioner market, evaluated the industry development and competitions, assessed 10+ product sales performance on distribution channels, marketing, and competition company
- Performed writing 30+ pages of industry and competition strategy report, including sales goal achievement, competitive landscape, user behavior insights, providing reference to explore product features and improve user experience

LEADERSHIP EXPERIENCE

Chinese Young Professionals Association (CYPA)

Officer of Marketing Dept.

Seattle, WA

Oct. 2019 – Present

- Deeply engaged in event planning, hosting "CSIEC" in North America with PRC's Ministry of Science and Technology & Ministry of Education, and "Young Entrepreneur and Professional Summit", with 300+ participants
- Performed design and composition of marketing materials, the highest view of WeChat Tweets hits 10k+

U Business Academic Association (UBAA)

Director of Event Planning Dept.

Seattle, WA

March 2019 – Dec. 2020

- Performed leading officers on plotting and hosting events such as Python Workshop, Job Fair and Annual Prom, coordinated organization and management including promotion tweets compilation and fundraiser carry-out, with highest 200+ participants
- Composed WeChat Tweets about learning materials such as Finances Concept and Intro to Tech occupations, collaborated with marketing dept. and facilitate brainstorming, drafting materials and sponsorship negotiation, the highest view hits 8k+