

# PHILLIP PENG

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## ABOUT ME

### Data-driven analytics evangelist

Accomplished and highly motivated Business Professional with a proven track record of analyzing complex issues and developing solutions that support and exceed business objectives. Recognized as a leader with expertise in devising strategies to address customer acquisition, retention, customer relationship management, multichannel marketing, risk management and revenue optimization. Academic achievements include a Master's Degree and Ph.D. in Agricultural Economics in addition to extensive training in Data Science and Project Management. Successful history of managing numerous concurrent projects while always delivering on time and under budget with a sharp focus on accuracy and efficiency. Dedicated professional with a committed work ethic who functions at a high level. working independently or leading a team as part of a collaborative effort.

## CORE COMPETENCIES

Risk Analysis +++ Business Strategy and Analysis +++ Process Improvements  
Business Process Mapping +++ Project Management +++ Customer Service  
Performance Development +++ Multi-Task/Prioritize Effectively +++ text Analysis(NLP)  
Budgeting and Forecasting +++ Marketing Analysis +++ Cross-Collaboration  
Cloud Computing +++ MLOps +++ DevOps +++ Digital Transformation

## WORK EXPERIENCE

### Walden University | Columbia, MD

*Sr. Manger of Analytics & Data Science Solution Architect*, August 2009 - Present

- Hired in as Senior Analyst; promoted to Sr. Manager due to my ongoing skills acquisition and strong leadership qualities. Winner of corporate award in innovation by creating solutions in financial aid policy analysis using various sources of data. There were 20 winners out of 10,000 + employees in 2014.
- Lead actionable intelligence initiatives to recreate the business intelligence service model allowing for a faster and more accurate response to strategic business questions, significantly improving business outcomes.
- Manage complex monthly enrollment-attrition-graduation forecast and scenario analyses for over 90 academic programs using a dynamic predictive model and Microsoft Excel VBA tool.
- Credited with developing the first in-house predictive model to identify students at risk of attrition; enhanced the solution into an early warning system of student attrition risk.
- Expertly mine unstructured 'big data' elements including social media usage for marketing, retention and regulatory compliance.
- Provide comprehensive support for regulatory reporting and analysis, customer lifetime value analysis, revenue reports/revenue optimization and campaign analyses.
- Direct the efforts of a team of two other analysts in the preparation and presentation of analytical solutions to the senior management team.

### Merkle Direct Marketing | Columbia, MD

*Sr. Statistician*, February 2008 - August 2009

- Took the leading role in creating and articulating quality analytics solutions for high-profile clients including DirectTV Commercial, Mead Johnson, Scooter Stores and Antares.
- Implemented analytical solutions utilizing predictive statistical modeling, time series models, customer profiling, segmentation analysis, data mining and external data enhancement.
- Developed SAS utility Macros and Excel VBA to improve the modeling and reporting process. - Displayed excellent leadership abilities while assisting in the supervision of marketing analysts. Participated directly in presenting ideas/findings to clients.
- Consistently exceeded expectations ensuring projects were completed on time, within budget, compliant to standards and met all business needs.

### Kobie Marketing | St. Petersburg, FL

*Database Marketing Analyst*, March 2007 - January 2008

- Served as Subject Matter Expert in creating business and data requirements which reflected insightful customer solutions.
- Queried a complex data warehouse and other multiple disparate data sources for strategic reporting and analysis.
- Applied advanced analytical techniques in Marketing for clients in a variety of industries including financial services, banking, retail and telecommunication.
- Utilized strong problem solving and creative/critical thinking skills to understand business needs and translate them into solutions.

### University of Kentucky | Lexington, KY

*Research and Teaching Assistant*, 2002 - 2006

- Applied time series models to analyze the price fluctuation pattern and price relationship across products as well as across regions.
- Constructed a mathematical general equilibrium model to analyze the welfare impacts of trade liberalization on different regions.
- Published two papers in refereed journals with one paper in a conference proceeding.
- Demonstrated outstanding communications abilities; chosen to deliver 13 professional presentations at prestigious national and international conferences.

North Carolina Agricultural and Technical State University | Greensboro, NC

Research Assistant 2000 - 2002

- Single-handedly designed a consumer preference survey questionnaire; managed available resources to conduct an on-site survey in China and analyzed the survey data.
- Played a key role in applying for a USDA market analysis project grant for \$300,000.

PROGRAMMING SKILLS

Python, R, SAS, JavaScript, Django, Flask, SQL, Tableau  
Clouding Computing platforms including AWS, GCP, Azure

EDUCATION

University of Kentucky | Lexington, KY  
PhD in Agricutural Economics, 2002-2006  
Master in Economics, 2006

North Carolina Agricultural and Technical State University | Greensboro, NC  
Master in Agricultural Economics, 2000-2002

(This resume is generated from Python <https://github.com/phillip1029/Resume>)