PHILLIP PENG

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ABOUT ME

Data-driven analytics evangelist

Highly motivated business professional with a proven track record of analyzing complex issues and developing actionable solutions that support and exceed business objectives. Recognized as a leader with expertise in devising data-driven 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.

WORK EXPERIENCE

Walden University | Columbia, MD
Sr. Manger of Analytics and 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. - Design and assist the development of big data analytics and cloud applications to enable serverless analytics solutions.
- Lead the migration to MLOps
- Support innovative AI applications in Education.
- 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 2015.
- Lead actionable intelligence initiatives to recreate the business intelligence service model like REST APIs and web applications 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.
- Developed 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 mined 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 data scientists and 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.

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 loyalty 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.

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.

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.

CORE COMPETENCIES

Predictive Modeling	Deep Learning	Budgeting and Forecasting
Simulation and Optimization	Project Management	text Analysis(NLP)
Deep Learning	Marketing Analysis	Reinforcement Learning Model
Cloud Computing	MLOps DevOps	Risk Analysis

PROGRAMMING SKILLS

Python, R, SAS, JavaScript, Flask, Streamlit, SQL, Tableau, Git, DVC, Docker
Clouding Computing platforms including AWS, GCP, Azure

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

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