QIANA YANG

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EDUCATION

Northwestern University, McCormick School of Engineering   **Evanston, IL**
Master of Science in Analytics   Dec 2021
Coursework: Predictive Analytics, Information Retrieval, Data Mining, Optimization, Machine Learning

Williams College   **Williamstown, MA**
Bachelor of Arts in Mathematics and Music, GPA: 3.92/4.00, *Magna Cum Laude*   Jun 2019
Honors: Phi Beta Kappa, Highest Honors in Music

PROFESSIONAL EXPERIENCE

McKinsey & Company   **New York, NY**
Industry Practicum Project, Northwestern   Oct 2020 – Present
- Collaborate with an associate partner at McKinsey & Co. to define and quantify financial risk for public US companies across the media, entertainment, hospitality, retail, oil, and gas industries
- Develop data engineering pipelines and construct machine learning models for predictive analysis using Python and PostgreSQL

Northwestern University   **Evanston, IL**
Disinformation Research Project, Northwestern   Sep 2020 – Present
- Conduct independent research on disinformation and misinformation with the goal of understanding polarized political discourse in the 2020 election on social media and major news outlets
- Perform literature review with guidance from Northwestern faculty; train predictive models via network analysis and natural language processing techniques

ROI Revolution   **Raleigh, NC**
Search Engine Optimization Content Specialist   Apr 2020 – Sep 2020
- Offered content marketing solutions for 4 clients in the healthcare and retail industries; helped increase clients' YoY organic site traffic by 8–122%
- Presented digital marketing case studies at a Covid-19 digital marketing webinar for 300+ brands; partnered with the sales team to generate leads
- Initiated and facilitated team workshops on marketing analytics, web traffic forecasting, and report automation

Paid Search Analyst   Jan 2020 - Apr 2020
- Managed Google and Microsoft digital advertising platforms for 3+ clients
- Performed regular ad bidding experiments and A/B testing to improve clients' return on ad spend
- Conducted a Google Ads and SEO collateral strategy case study to guide decision-making on maximizing advertising efficiency

Weston Table   **Boston, MA**
Sales & Marketing Manager   Jul 2019 - Sep 2019
- Offered marketing analytics support for an ecommerce startup and launched Google Ad campaigns to assist with brand awareness and lead generation
- Processed and maintained documentation of the company's 1000+ SKUs
- Conducted carrier contract audits and implemented the most cost-effective shipping solution

SKILLS

Technical:	Python (Pandas, Scikit-learn, NLTK), SQL, R, Java, Git
Quantitative:	Supervised and unsupervised machine learning; natural language processing
Digital Marketing:	Keyword research, search optimization, Google Analytics, Data Studio, Google Ads
Language:	Mandarin (fluent), German (elementary)