

# QIANA YANG

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## EDUCATION

### Northwestern University, McCormick School of Engineering

Evanston, IL

Master of Science in Analytics (MSiA)

Dec 2021

Expected Coursework: Predictive Analytics (R & Python), Databases (SQL), Data Visualization (D3.js), Data Mining, Computational Optimization, Big Data Analytics (Hadoop & Spark), Deep Learning, Analytics Value Chain (AWS)

### Williams College

Williamstown, MA

Bachelor of Arts | Majors: Mathematics and Music | GPA: 3.92/4.00

Jun 2019

Honors: Magna Cum Laude, Phi Beta Kappa, Highest Honors in Music

## PROJECT EXPERIENCE

### Modeling Financial Distress under Covid-19 | McKinsey & Company

Oct 2020 – Present

- Define and quantify financial risk for 500+ public US companies across media, entertainment, hospitality, retail, oil, and gas industries under mentorship of a McKinsey associate partner
- Construct regression and classification models with Python to predict Chapter 7 Bankruptcy, Chapter 11 Bankruptcy, and bonds with market prices below par
- Develop an interactive dashboard that allows users to visualize relationships between default risk and numerous features of macroeconomic trends, news mentions, and company-specific financial metrics

### Detecting Bias in Political News | Independent

Sep 2020 – Present

- Conduct independent research on bias identification and news trustworthiness; offer quantitative insights into polarized political discourse on issues of Covid-19 relief and the 2020 election
- Establish a natural language processing pipeline with Python and analyze unstructured textual data by performing sentiment analysis, relative frequency analysis, and topic modeling
- Identify and visualize key lexical, stylistic, and metadata features of selection and statement bias in news articles

### Analyzing Opioid Misuse and Pain Management | Lurie Children's Hospital

Sep 2020 – Dec 2020

- Analyzed patterns of opioid intake through patient diaries, medical records, and electronic cap opening data; prepared a comprehensive report for journal publication and conference submission
- Performed ETL and implemented a relational database via PostgreSQL to digitize patient diaries

## PROFESSIONAL EXPERIENCE

### ROI Revolution

Raleigh, NC

Digital Marketing Content Specialist (SEO Team)

Apr 2020 – Sep 2020

- Offered search engine optimization consulting for 4 clients in the ecommerce and healthcare industries; contributed to a client's YoY organic site traffic increase by 122%
- Executed daily keyword research, wrote engaging web content, built weekly visualization dashboards with Google Data Studio, and led monthly client calls to communicate clients' web traffic performance
- Presented digital marketing case studies at a Covid-19 ecommerce marketing webinar for 300+ brands; facilitated weekly internal team trainings to provide better knowledge share across cross-functional groups

Digital Marketing Analyst (PPC Team)

Jan 2020 - Apr 2020

- Managed Google and Microsoft digital advertising platforms for 3+ clients; performed ad bidding experiments and causal inference-based A/B testing to improve clients' return on ad spend
- Initiated a Google Ads and SEO collateral strategy case study to guide decision-making on maximizing advertising efficiency using both paid and organic marketing channels

### Weston Table

Boston, MA

Sales & Marketing Manager (startup)

Jul 2019 - Sep 2019

- Offered marketing analytics support for an ecommerce startup
- Launched Google Search and Shopping Ad campaigns to improve sales and hired an SEO consulting firm to assist with organic brand awareness campaigns
- Negotiated carrier contracts with 5+ logistics companies to implement the most cost-effective shipping solution; reduced monthly shipping cost by 8%

## SKILLS

**Technical:** Python (pandas, scikit-learn, matplotlib, NLTK, spaCy), PostgreSQL, R (dplyr, ggplot2), Java, Git, Excel  
**Analytical:** EDA, predictive analysis, machine learning, natural language processing, data visualization  
**Marketing:** Keyword research, organic & paid search, dynamic remarketing, Google Analytics, Google Ads, Bing Ads  
**Language:** English (fluent), Mandarin (fluent), German (basic)