

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 Programming, Databases (SQL), Data Visualization (D3.js), Data Mining, 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

PROFESSIONAL EXPERIENCE

McKinsey & Company

New York, NY

Industry Practicum Project (Northwestern)

Oct 2020 – Present

- Define and quantify financial risk for a subset of public US companies across the media, entertainment, hospitality, retail, oil, and gas industries under the mentorship of a McKinsey associate partner
- Construct regression and classification models with Python to analyze significant predictors of Chapter 7 bankruptcy, Chapter 11 bankruptcy, and bonds with below par value
- Build an interactive dashboard that allows users to visualize the relationship between default risk and numerous features of macroeconomic trends, news mentions, and company-specific financial metrics

ROI Revolution

Raleigh, NC

Digital Marketing Content Specialist (SEO Team)

Apr 2020 – Sep 2020

- Offered search engine optimization consulting for 4 clients in the healthcare and retail industries; helped increase clients' YoY organic site traffic by up to 122%
- Performed daily keyword research, wrote engaging web content, and built weekly visualization dashboards to communicate clients' web traffic performance
- Presented digital marketing case studies at a Covid-19 digital marketing webinar for 300+ brands; facilitated team workshops on marketing analytics, traffic forecasting, and report automation

Digital Marketing Analyst (PPC Team)

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 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 and launched Google Search and Shopping Ad campaigns to improve sales; hired an SEO consulting firm to assist with organic brand awareness campaigns
- Processed and maintained documentation of the company's 1000+ SKUs
- Conducted carrier contract audits and negotiated with UPS to implement cost-effective shipping solutions

RESEARCH

Bias and Deception Detection in Political News | Independent

Sep 2020 – Present

- Conduct independent research on readers' perception of news trustworthiness with the goal of understanding polarized political discourse in the 2020 election on social media and major news outlets
- Build data collection pipeline, distribute surveys, and extract textual data from various news APIs using Python
- Select model features based on sentiment analysis, rhetorical analysis, and bag of words analysis; train regression models to assess the correlation between readers' assessment of bias and articles' linguistic cues

Analysis of Opioid Use & Pain Management | Lurie Children's Hospital, Evanston, IL

Sep 2020 – Present

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

SKILLS

Technical: Python (Pandas, Scikit-learn, Matplotlib, NLTK), PostgreSQL, R (dplyr, ggplot2), Java, Git, Excel

Analytical: EDA, predictive analysis, machine learning, natural language processing, data visualization

Marketing: Keyword research, SEO, content marketing, dynamic remarketing, Google Analytics, Google Data Studio, Google Ads, Bing Ads, MOZ, SEMRush, Ahrefs, Screaming Frog

Language: English (fluent), Mandarin (fluent), German (basic)