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 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 84 features 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

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; helped increase a client's YoY organic site traffic 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 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
- 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 and launched Google Search and Shopping Ad campaigns to improve sales; 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%

RESEARCH

Bias and Deception Detection in Political News | Independent   Sep 2020 – Present

- Conduct independent research on readers' perception of news trustworthiness; offer deeper insights into political polarization in the 2020 election on social media and major news outlets
- Establish data collection pipeline, distribute surveys, and extract textual data with Python via news APIs
- Select model features based on sentiment analysis, rhetorical analysis, and bag of words analysis; train regression models to assess correlations between readers' assessment of bias and articles' linguistic cues

Analysis of Opioid Use & Pain Management | Lurie Children's Hospital, Evanston, IL   Sep 2020 – Present

- Analyze 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
- Perform 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, organic & paid search, dynamic remarketing, Google Analytics, Google Ads, Bing Ads
Language:	English (fluent), Mandarin (fluent), German (basic)