Qiana Yang

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EDUCATION

Northwestern University   **Evanston, IL**
Master of Science | Major: Analytics | GPA: 3.83/4.0   Dec 2021
Expected Coursework: Supervised & unsupervised learning, data mining, time series modeling, data warehousing, data visualization, text analytics, optimization, analytics value chain, deep learning

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

SKILLS

Technical:	Python, R, SQL, HTML/CSS, Java, Git, Tableau, Jira, Trello, NLP, web scraping, GCP, Hadoop, Spark
NLP:	Sentiment analysis, text preprocessing, topic modeling, semantic analysis, neural networks
Language:	English (fluent), Mandarin (fluent), German (basic)

PROFESSIONAL EXPERIENCE

Katch Media – Data Engineering Intern   Jan 2021-Present
Los Angeles, CA/Remote
- Developed core NLP algorithm for the MVP of an entertainment analytics startup within 5 days of onboarding and put the script to production
- Designed a recursive synonym matching model that automates the mood tagging process for the consumer app's recommendation system
- Extracted textual data and performed sentiment analysis for 100,000 films in the public domain; built scalable web scrapers with selenium, scrapy, and BeautifulSoup

McKinsey & Company – Northwestern Practicum Team   Oct 2020-Present
New York, NY/Remote
- Built core functionality for McKinsey's credit assessment interface in a team of 5 via the agile development process
- Designed and fine-tuned a time series model to predict financial risk for 500+ US companies across 5 sectors based on 63 company-specific and macroeconomic variables during Covid-19
- Constructed a relational database and selected public data from 2016 to 2021 for rigorous QA implementation

ROI Revolution – Digital Marketing Content Specialist   Apr 2020-Sep 2020
Raleigh, NC
- Offered search engine optimization consulting for 4 ecommerce clients in the healthcare and CPG industries; contributed to a client's YoY organic site traffic increase by 122%
- Built weekly BI dashboards with Google Data Studio and Google Analytics; led monthly 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

ROI Revolution – Digital Marketing Analyst   Jan 2020-Apr 2020
Raleigh, NC
- Managed Google and Microsoft digital advertising platforms for 3+ clients; performed 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 efficient advertising decision-making
- Transferred to the SEO team due to internal promotion within 3 months of onboarding

PROJECTS

Detect Bias in Political News   Sep 2020 – Present
- Conduct independent master's research on media bias; offer quantitative insights into polarized political discourse on issues of Covid-19 relief and the 2020 election
- Analyze unstructured textual data and perform topic modeling with NLP; identify and visualize key lexical, stylistic, and metadata features of selection and statement bias in news articles

Predict Promotional Book Sales   Nov 2020 – Dec 2020
- Developed regression and classification models to identify high-value customers for an online bookstore
- Performed feature selection with cross validation and lasso regularization, built predictive modeling pipeline, and achieved a correct classification rate of 98%