

TAO LIN

richielin321 \at gmail.com

SUMMARY

- Research Analyst / Data Scientist / Business Intelligence / Marketing Brand Manager with 6+ years' experience.
- Skillful R programmer with 4 years' experience. in data mining, manipulation, visualization, presentation, documentation, interactive product development, predictive modeling and optimization.
- Proficient in DB management, data ETL, BI product development and data visualization with Popular tools.
- Strong understanding in business strategy, marketing, management, information systems with outstanding analysis execution, management and communication skills;
- Self-motivated, detail-oriented and responsible. Good team player and fast-learner.

EDUCATION

M. S. in Management Information Systems , Texas A&M International University	08/2014 – 12/2015
B. Econ. in International Business and Economics , Zhongyuan University of Technology	08/2007 – 06/2011

EXPERIENCES

Misdemeanor Justice Project, John Jay College of Criminal Justice, CUNY <i>Research Analyst, Technical Assistance to Mayor's Office of Criminal Justice</i>	New York, NY 11/2016 - Present
<ul style="list-style-type: none">• Providing Technical Assistance for Mayor's office of Criminal Justice of NYC as required;• Performing data cleaning and manipulation with complex and confidential datasets;• Participating in criminal justice research with data mining, data visualization and analysis;• Conducting quality assurance analysis on data from multiple agencies;• Integrating records across multiple agencies using probabilistic matching algorithms;• Producing cleaning code and data documentation for agencies;	
Rang Tech Inc., Baanyan Software Service Inc. <i>Intern, Data Scientist, Database Admin./ Business intelligence</i>	Edison, NJ 12/2015 – 10/2016
<ul style="list-style-type: none">• Performed as an SQL Server BI Developer and Data Analyst, with SQL Server and BI suits;• Analysis BI insight with R & Tableau: Interactive data visualization, documentation and presentation, Stats app;• Regression modeling development and optimization; Classification and clustering;• Market basket analysis, Time Series analysis and forecasting.	
Texas A&M International University <i>Research Assistant and Data analyst, Stats and Econ.</i>	Laredo, TX 01/2015 – 12/2015
<ul style="list-style-type: none">• Collected data and participated in survey designing and research theory building under professors' guide;• Performed data mining and analysis for professor's research and successfully published;• Built research with data gathering and mining, published and presented at conferences.	
Pepsi Beverage West North-China Region <i>Regional Brand Executive (Market researcher, Brand specialist)</i>	Zhengzhou, China 08/2011 – 08/2014
<ul style="list-style-type: none">• Participated then helped market research team on data collecting and analysis to support marketing strategy.• Managed Henan, Shanxi, and Inner Mongolia provinces as 12 local market segments with budget of \$350MM;• Managed brand assets, developed branding strategy, planned promotion project and pushing to achieve;	

TECHNICAL SKILLS

- Excellent Skill with data science languages: R & Python in
 - Data manipulation | Modeling and machine learning | Data visualization and product dev.
- Database management: SQL Server | Other: Tableau, Google Analytics
- Proficient in Microsoft Office suits:
 - Advanced skills of Excel (Lookups, Pivot table, Advance Functions, VBA Macro, Regression Analysis);
 - Advanced skills in presentation designing with PowerPoint & documentation with Word
 - Experience with other Microsoft productivity tools (Project, Visio, SharePoint);

RESEARCHES AND PROJECTS

Technical Assistance Project to the NSYC Mayor's Office of Criminal Justice

New York, NY

Research Analyst

11/2016 - Present

- Conducted quality assurance analysis on data from multiple agencies;
- Integrated records across multiple agencies using probabilistic matching algorithms;
- Produced cleaning code and data documentation for agencies;
- Developed and delivered a two-day data training to the MOCJ research staff.

Data Scientist internship program

Edison, NJ

Intern at Rang Technology Inc.

11/2015 –05/2016

- Advanced Stats tool skills training: concentrating in R, including:
 - Regression modeling development and optimization: Linear/ Logistic Regression and optimizing methods such as stepwise regression and LASSO variable selection methods;
 - Applied Linear /LASSO regression on a CCAR analysis with the data provided by BNY-Mellon.
 - Classification and clustering: CART, Random Forest, knn Clustering etc.
 - Market basket analysis with Association rules and lift method, Time Series analysis and forecasting, social network analysis and simple text mining analysis;
 - Applied Market basket analysis to a local chained retail company for customer demographic/ behavior research, weekly promo and item bundle program design.
 - Advanced and interactive data visualization with ggplot2 package;
 - Stats app development with Shiny App and Dashboard. Documenting with R markdown and R presentation.
- Other tools skills training: Tableau/ SQL Server / Python

Projects of M.S. IS. degree program with Data Science Concentration

Laredo, TX

Program Participant, Project leader at Texas A&M International Univ.

08/2014 –12/2015

- Certificated by <Data Science> Specialization Program provided by John Hopkins University at Coursera.org.
- Developed research for applying machine learning and neural network methods on DDoS attack detection, presented at Texas A&M University System Pathways Student Research Symposium.
- Developed research about apply data analysis on sport events outcome, built theory from data gathering through data modeling. Was invited and presented on Conference ABDA'15 in Las Vegas.
- Finished the course projects excellently, including:
 - <Click `n Dine, Business Analysis and Plan for an online food ordering app> for Project Mgt. and Design course, finished with a fully functional demo website, a detailed business plan and a high evaluation.
 - <Fitness Pal, a digitalizing development of TAMIU Rec center> and <IT management implementation for small business, a local family owned restaurant> for Information System Analysis course;
 - <Alcool, E-commerce project planning and analysis> for Management Information system course;
 - <Planning and implementing Information system for Local school district assets management> for Database Management & Design, finished with a fully functional demo system and well-designed project proposal.

2011-2013 Business Insight Analysis / Market Research Projects

Zhengzhou, China

Brand Manager, Project Manager at Pepsi Beverage West North-China Region

08/2011 - 10/2013

- Extracted data from sales database and generate monthly report,
- Used Data visualization tools like Excel/ Tableau to discover the sales trend and market performance;
- Gathered branding criteria from various sources, analyzed growth potential for channels.

2012,2013 and 2014 Market Research and Pepsi Branding Programs

Zhengzhou, China

Brand Manager, Project Manager at Pepsi Beverage West North-China Region

08/2011 - 08/2014

- Developed and pushed to implement multiple marketing promotion programs:
- Both Brand index and sales for multiple brands had grown significantly during my service

ADDITIONAL

Leadership:

- **Team leader and Brand manager** at Pepsi Beverage West North-China Region
 - Led 3 people's branding team with outstanding performances.
- **Representative of China** in the 2015 US international education week events of TAMIU.
 - Gave a talk at international students' conference and Interviewed by local TV.

Zhengzhou, China

09/2012 - 10/2014

Laredo, TX

10/2015