

**Yao Zhang**

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## **EDUCATION**

**Hofstra University, NY, USA**

**M.S. in Computer Science** (Expected May 2026)

- GPA: 3.66
- Courses: Python, Algorithms, AI, Machine Learning, Data Science, HCI
- **Data Science Project:** Utilized Pandas for data cleaning and preprocessing, applied logistic regression and decision trees models to predict financial stock trends using real-world datasets; implemented solutions in Python to analyze patterns and improve prediction accuracy.

**M.S. in Marketing** (Dec 2019): Focused on data-driven marketing strategies and consumer behavior analysis

**Shanghai Normal University, China, B.S. in Assets Appraisal** (Mar 2017)

## **WORK EXPERIENCE**

**China National Knowledge Infrastructure (CNKI), China's largest academic resource database, Beijing, Copyright Cooperation Officer** (Apr 2021 – Aug 2023)

- Collaborated with eScholarship (University of California) to integrate metadata for 90+ journal titles and 53,000 dissertations, enhancing CNKI's position as a leading open-access academic resource platform.
- Managed metadata acquisition from the Russian State Library (1.2M dissertations), ensuring seamless data processing and transmission for optimized user experience (UX).
- Analyzed market trends and partner needs to streamline indexing processes for 150+ international publishing houses
- Leveraged data analysis to improve platform performance and user satisfaction.

**AHA Entertainment, Beijing, Anime Distribution Specialist** *November 2020 – February 2021*

- Led the digital release of *Scissor Seven* (Season 2) across IPTV and video streaming platforms like Netflix, Youku, Tencent, Bilibili, and Mango TV, driving audience engagement.
- Conducted a user satisfaction survey (7,000+ respondents) to analyze customer preferences, purchase channels, and sources; developed personas using Tableau to identify key trends.
- Optimized comics publishing plans and overseas social media strategies based on data-driven insights, improving operational efficiency and market reach.

## **SKILLS**

- **Programming & Tools:** Python, Java, Clojure, Tableau, SQL

