

JIAYI HE

San Diego, CA

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EDUCATION

Master of Science in Business Analytics, Rady School of Management

12/2025

University of California, San Diego, CA

Customer Analytics, Scalable Data, Marketing Analytics.

Bachelor of Art, Economics, Minor in Statistics

06/2024

University of California, Davis, CA

- Economics with Data Analytics Track, Econometrics, Probability.

EXPERIENCE

Business Development Intern, Yammii Pos, San Jose

01/2025 - Present

Remote

- Executed survey to the 20 local restaurant and engaged in lead generation through cold emails, Social Media outreach, and follow-ups.
- Conducted market research to identify customer preferences and desired features, gathering feedback from 500+ customers to provide data-driven insights, enhanced product development and business strategy.
- Analyzed business performance metrics through Excel and suggested strategic improvements.
- Collaborated with cross-functional team of 7 to enhance product positioning and brand awareness.

Marketing Intern, Unilever-Blueair, Shanghai

05/2024 - 07/2024

Remote

- Created and edited content for social media platforms, blogs, and newsletters, increasing engagement by 10% and boosting online visibility, contributing to brand growth.
- Conducted market research on competitors and industry trends, assessing data from 5 competitors sources to identify key consumer demands and guide the launch of new products, improving market positioning.
- Data Analysis: Examined customer data to track campaign performance by using Excel, generating data mapping for online engagement, demographic analysis on customers' age, gender, geographic location.

PROJECTS

ETL/ELT Developer - Python and Snowflake Integration Project, Group Member,

08/2024 - 09/2024

University of California, San Diego

- Collaborated with a team of 4 to build a virtual data warehouse in Snowflake, designing database schemas, creating tables, and managing large datasets.
- Directed data cleaning and combining 41 files with monthly purchase order data into a single table with python pandas command.
- Leveraging Python, executed SQL queries to extract, load, modify data, showcasing the power of scalable data infrastructure and analysis.

Housing Price Prediction Project, Group Leader, University of California, Davis

03/2024 - 06/2024

- Explored correlations between various factors and housing prices from 545 observations.
- Splitting 70/30 train/test dataset, trained Regression Tree, Random Forest, OLS regression, Lasso regression models, visualizing confusion matrices via cross-validation.
- Achieved a 93% accuracy rate with ensemble method, showcasing effective prediction of housing prices.

SKILLS

Programming: SQL, Python (Pandas, Numpy, Matplotlib, Pyrsn, PySpark), R-Studio.

Other: Microsoft Excel, Stata, Tableau, Microsoft Office, Jupyter Notebook.

Language: English, Mandarin, Cantonese.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- VP of Marketing at Rady Supply Chain & Operation Club.

09/2024 - 01/2025