MENGXING (SIENNA) CHEN
Sienna's LinkedIn Profile

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego, CA
- Relevant Courses: SQL and ETL, Customer Analytics, Data Driven Communication, Web Mining

Bachelor of Arts in Business Administration, Paul Merage School of Business   06/2023
University of California, Irvine, CA

EXPERIENCE

Procurement Analyst, Just Go Inc., Irvine, CA   09/2023-03/2024
- Analyzed inventory and sales data to make purchasing decisions, identified new products and suppliers, and maintained supplier relationships to ensure supply chain stability.
- Enhanced product visibility by maintaining and enriching product catalogs, improving searchability and UX
- Developed pricing strategies using market trends and cost analysis to increase margin efficiency

Marketing Analyst, Positive Masculinity Now, Remote   07/2022-10/2022
- Leveraged data analysis tools, Social Champ, to enhance digital marketing campaigns, achieving a 21% increase in engagement.
- Collaborated with cross-functional teams to produce on-brand social media content.
- Conducted digital marketing research and led weekly team meetings to foster collaboration and track marketing KPIs.

Franchise Manager, Charley's Philly Steak, Beaumont, TX   01/2017-07/2017
- Streamlined franchise operations during the early stage, ensuring smooth business growth through data-driven strategic planning and visualization tools.

PROJECTS

Quantium Data Analytics   03/2025-04/2025
- Analyzed retail transaction data in Python to segment customers by life stage and affluence.
- Performed uplift analysis using control store matching, statistical testing, and data visualizations to assess trial effectiveness and support data-driven decisions.

Tata Data Visualization: Empowering Business with Effective Insights Programme   10/2023-10/2023
- Built Tableau dashboards to address complex business questions; extracted insights to guide decisions.

YouTube SMM Analytics   10/2022-12/2022
- Scraped YouTube data using Python and performed statistical analysis on video performance in Pandas.
- Generated data visualizations using Matplotlib to communicate insights for optimal online marketing strategies.

Marabou's Pricing Strategy   02/2021-03/2021
- Conducted pricing analysis using Excel and developed a market entry strategy, including branding, packaging, and promotions, for Marabou's U.S. launch.

SPECIALIZED SKILLS
- **Languages/Coding:** Python, SQL.
- **Certifications:** Python for Data Science & ML, Google Analytics, Google Ads, Google Digital Marketing.
- **Tools**: Tableau, AWS, GitHub, MS Word, MS Excel, MS PowerPoint, Google Suite Applications, Canva.