

ZHUTONG ZHANG

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EDUCATION

University of California, San Diego, CA

Expectation: 12/2025

Master of Science, Business Analytics (STEM) | **GPA: 3.6/4.0**

- Relevant Courses: Customer Analytics & AI, Analyzing Unstructured Data (NLP), SQL & ETL, Business Analytics

California State University, San Bernardino, CA

09/2021 - 05/2024

Bachelor of Arts, Accounting | **GPA: 3.79/4.0 (Top 10%)**

- Honor/Awards: Dean's List, CSUSB AFSSA Scholarship Award

Jiangsu University, China

09/2020 - 05/2024

Bachelor of Arts, Accounting (Dual Degree)

TECHNICAL SKILLS & CERTIFICATIONS

Languages/Coding: Python (NumPy, Pandas, Scikit-learn, Pyrsn, Spacy, Gensim, NLTK), SQL, R

Analytics Skills: Machine Learning, Hypothesis testing, A/B Testing, SHAP, Forecasting

Data Visualization: Tableau, Power BI, Excel, Matplotlib

EXPERIENCE

Analyst Intern, Microsoft Corporation, Shanghai

08/2023 - 10/2023

- Leveraged RFM modeling and machine learning (Logistic Regression, XGBoost) to identify high-value customers, improving purchase rate prediction and optimizing business profitability.
- Built interactive Power BI dashboards to visualize user behavior, enabling the company to target the top 40% most valuable customers, leading to better cost efficiency and marketing strategy.

Account Executive Assistant, Publicis Groupe, Shanghai

06/2023 - 07/2023

Zenith Media Department

- Conducted KOL analysis across major social media platforms, evaluating audience demographics to optimize influencer marketing strategies for Genesis automobiles
- Supported brand promotion by refining key selling points, aligning messaging with client requirements, and providing data-driven campaign insights to enhance digital marketing effectiveness.

Student Assistant, California State University, San Bernardino, CA

07/2022 - 05/2023

- Performed in Sino-foreign cooperation projects, dealt with different schools on behalf of CSUSB, and translated more than 30 school contracts, Organized Study Abroad Project applications, helping 200+ students join overseas programs. Coordinated 20+ international events, managing publicity and on-site supervision

PROJECTS

User Persona Modeling from Mobility Data for Real-Time Behavioral Segmentation, Capstone

03/2025

- Led a 4-member analytics team in partnership with a leading mobile advertising and consumer weather app company (13M+ U.S. users) to develop a location-based user persona inference system.
- Delivered a privacy-compliant, deployment-ready solution enabling real-time user segmentation with confidence scores.

Cross-Domain Sentiment Analysis, NLP Research, University of California, San Diego

03/2025

Github Link: <https://github.com/rsm-zhz185/CD-SA-Project>

- Developed a cross-domain sentiment classification framework using SBERT, TF-IDF, XGBoost, and Twitter-RoBERTa, integrating adaptive text preprocessing (slang normalization, emoji translation, domain adaptation) to achieve state-of-the-art performance on social media sentiment classification, leading to an ACL research paper.

Kaggle Data Challenge, Rady School of Management

01/2025

- Developed an advanced NLP model for restaurant classification, leveraging TF-IDF, Word2Vec, and BERT embeddings for feature extraction, and trained Neural Networks and XGBoost with extensive feature engineering and hyperparameter tuning, ultimately achieving Top 10 placement in the competition.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

President: CSUSB Chinese Student Association

09/2021 - 09/2022

Director: U.S Southwestern Chinese Students and Scholars Association

10/2021 - 06/2023