

Dongcheng (Sarah) Ge

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EDUCATION

Georgia Institute of Technology <i>MS in Analytics</i> Atlanta, GA	Anticipated Dec 2022
Coursework: Analytics Modeling, Computing for Data Analytics, Data and Visual Analysis, Deep Learning for Text Data, Regression Analysis, Simulation, Machine Learning, Data Analytics Business, Deep Learning, Data Vis Principles	
Current GPA: 4.0	
Baruch College <i>MS in Computer Information Systems</i> New York, NY	May 2017
Johns Hopkins University <i>MS in Marketing</i> Baltimore, MD	Aug 2014
Nanjing Normal University <i>BA in Business English</i> Nanjing, China	July 2011

SKILLS & CERTIFICATIONS

Programming & System: Python, R, SQL, Scala, JavaScript, CSS, HTML, VBA
Modeling Techniques: Regression, Classification, Clustering, Time Series, Simulation
Framework & Tools: Spark, D3.js, Power BI, AWS, Azure, Plotly/Dash, Simio, Excel
Languages: English, Chinese Mandarin

PROJECTS

Detection and Clustering of Digital Signal Impairments (Top 5) <i>Sponsor:</i> Cox Communications	Spring 2022
<ul style="list-style-type: none">Created a sliding window algorithm using python, combining with HDBSCAN to perform clustering on full band capture data, and to detect different types of wave impairmentsLanguage: Python; Model: HDBSCAN	
Stock Behavior Predicting	Fall 2021
<ul style="list-style-type: none">Collected data through APIs from Yahoo Finance, Twitter, and RedditCombined the outputs of sentiment models (VADER) with time series data, and trained the new dataset with multiple models including XGBoost in Python, to predict stock opening price trendsVisualized predictions and other stock or sentiment related information using Plotly (Dash)Achieved 66% accuracy, higher than the average accuracies from current studies, which are 57% - 64%Language: Python; Model: VADER, XGBoost, Exponential Smoothing, Auto Linear Regression, Auto Logistic Regression	

EXPERIENCE

Shopify (USA) Inc. <i>Data Science Intern</i> Atlanta, GA	May 2022 – Aug 2022
<ul style="list-style-type: none">Created a weekly report that automatically distributed to Slack channels, using an internally built SQL alerting frameworkBuilt and deployed a metric model using internally developed data transformation tool and metric definition frameworkCreated multiple ad-hoc reports related to returns, refunds and marketing, using MODEDocumented multiple MySQL raw tables using an internally developed Ruby GemLanguage: SQL; Tool: MODE and other tools/frameworks that are developed in-house	
China Overseas America, Inc. <i>Marketing Manager</i> New York, NY	Feb 2017 – Mar 2021
<ul style="list-style-type: none">Achieved 100% sales goals by accurately defining product features, pricing strategies and buyer profilesReduced advertising cost to under 50% of the market averageBuilt and optimized pricing models using regression in ExcelAutomated marketing and sales reports by programming in Excel (writing macros), which significantly reduced human errors, and increased team efficiencyLed a team of 6 and external collaborators to conduct thorough researches on New York condo marketImproved cross-departmental communications by promoting company-wide learning sessions, and re-engineering cross-functional reporting systems	
United Nations <i>Digital Marketing Analyst (Intern)</i> New York, NY	Feb – Aug 2016
<ul style="list-style-type: none">Monitored and analyzed website/social media performance data to provide insights to supervisorCreated multimedia and graphic material for promotional purpose	
Ryder System, Inc. <i>Shipping Management Coordinator</i> Nanjing, China	May 2011 – May 2012
<ul style="list-style-type: none">Increased website update rate by 30% through proactively training carriers with on-line systemLed the training of the new data input software for 20 people	