Resume Sherry Zhou

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https://sherry-portfolio-website-1014.vercel.app/

Personal Statement

Motivated by my strong background in data analysis and recent transition into software development, I am eager to pursue a career that bridges software and data. I am passionate about coding, problem-solving, and utilizing data to drive meaningful insights. Whether developing innovative software solutions or providing data-driven recommendations, I enjoy tackling challenges and contributing to impactful outcomes. I thrive in collaborative environments, working with talented individuals to solve complex problems and bring ideas to life through technology and data.

Education

MSc Information Technology at University of Auckland (Graduating 2025)	2023/07-present
MSc International Business at Lancaster University, UK	2013/10-2014/11
BSc Accounting and Finance at University of Bath, UK	2010/09-2013/07

Experience Summary

Project Experience

Game Hub
Link: https://game-hub-jade-six.vercel.app/
Tech Stack: React.js, TypeScript, Axios, Chakra UI, Vercel.

- I developed "Game Hub," a web application designed to aggregate and display information about various online games by following an online tutorial. The goal was to provide a central platform where users could easily find game details.
- I utilized React.js to build the user interface, creating a dynamic and responsive experience. I implemented React Router for smooth navigation between game categories and detail pages.
- I integrated game data from various APIs using Axios, allowing users to view comprehensive information about each game, including reviews and ratings.
- I used Chakra UI for styling components, ensuring a consistent and appealing look across the application.
- I deployed the application on Vercel, which facilitated continuous integration and easy updates.

Issue Tracker
Link: https://issue-tracker-inky-eight.vercel.app/
Tech Stack: Next.js, TypeScript, Tailwind, Radix UI, Prisma, NextAuth.js, AWS, Vercel

- I developed "Issue Tracker," a web application to help users efficiently manage their issues. The goal was to create a platform where users could easily track, sort, and filter issues and assign them to different users.
- I utilized Next.js to build the user interface, server-side rendering, built-in routing

and navigation, and API routes
- I used Tailwind CSS and Radix UI for styling components, ensuring a clean and modern look throughout the application.
- I employed Prisma to interact with the database, create data models, and handle CRUD operations efficiently.
- I integrated NextAuth.js for authentication, ensuring secure access and management of user data.

Past Working Experience

Senior Data Analyst - LPPZ(Bestore), Wuhan, China
April 2020 – June 2022
Professional Toolset: Alibaba Databank, Alibaba Cloud, CRM, Excel, PowerPoint

- Segmenting our current customer base into distinct target groups based on their user profiles, encompassing demographic information, characteristics, interests, habits, and purchasing behaviors, and subsequently, providing strategic guidance to the sales and marketing department to optimize ROI on product sales across e-commerce platforms such as Alibaba, JD, and PinDuoDuo.
- Identifying potential new customer prospects through comparative analysis among diverse groups of individuals, both within and outside our current industry.
- Analyzing market dynamics by leveraging various analytical models, including AIPL, RFM, GMV funnel, and BCG Matrix, to discern emerging trends and consumer demand patterns within the FMGG industry.

Business Analyst - Miss Fresh, Wuhan, China
May 2019 – February 2020
Professional Toolset: SQL, Excel, PowerPoint

- Assisting GM in drawing up annual and quarterly revenue targets for the Central China Office and planning the budget accordingly. Then, these targets will be subdivided into detailed KPIs for each department to ensure that KPIs are measurable, achievable, and aligned with overall business objectives.
- Processing raw data into customized data boards tailored to the specific needs of different departments. Analyzing various business indicators such as income, number of new and existing buyers, ATV, ARPU, and repo ratio and translating them into actionable business intelligence to address specific business inquiries and support decision-making processes.

Fraud Risk Analyst - PayPal, Shanghai, China
August 2016 – June 2018
Professional Toolset: PayPal Fraud Protection System

- Analyzing payment behaviors of customers and sellers to detect potential fraud and risk activities within PayPal accounts. Taking appropriate actions, such as account restrictions or investigations, to prevent financial loss due to fraudulent activities.
- Communicating closely with colleagues to identify and summarize recurring fraud patterns. Providing feedback and insights to enhance fraud risk strategy performance, contributing to the continuous improvement of fraud detection and prevention measures.
- Assisting data scientists in refining and enhancing anti-fraud systems, policies, and procedures. Contributing insights and suggestions to improve the effectiveness and efficiency of fraud detection mechanisms.

Next Steps and Learning Goals
- JavaScript Unit Testing, AWS Data Engineering, and AWS Cloud