SIQI ZHENG

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EDUCATION & TRAINING

University of Toronto, St. George Campus, Toronto
Honors Bachelor of Science
2018 - 2022
- Specialist in Applied Statistics, Minor in Mathematics and Physics
- CGPA: 3.76/4.00
- A for Multivariate Calculus, Advanced Differential Equations, Multivariate Regression, Sampling Statistics and Bayesian Statistics

China Life International Academy, Hong Kong
Outstanding Candidate
June 2019
- Studied Financial knowledge and insurance product design
- Lead a group of 4 university students in a financial product design competition
- Won the **first place** in the competition

PROFESSIONAL EXPERIENCE

Data Analyst Intern
Social Media Department, Foshan TV Station, Guangdong, China
May. 2021 – Present
- Retrieved and analyzed daily data from SQL databases and prepared results and visualizations for weekly presentations via MS Office
- Generated business insights from the number of views (2K ~ 1M) of different articles/short videos and the number of active users and new subscribers of the organization's social accounts on Wechat, Weibo, TikTok and Kuaishou
- Collaborated with colleagues to improve the operational process and attracted more advertisements on social media platforms
- Reviewed user feedbacks and increased the influences of a new App for short videos: the number of download surpassed 7M

Undergraduate Teaching Assistant
Department of Statistical Science, University of Toronto, Toronto, Ontario
Sep. 2020 – Apr. 2021
- 1 of 12 undergraduate teaching assistants for undergraduate courses at the Department of Statistical Science
- Led an independent class of 24 students in each semester, delivered one-hour tutorial about Applied Statistics
- Piloted and guided successfully more than 40 group projects on voter opinions about Canada's large federal political parties based on political data and business strategies for Toronto Yacht Club with current members' information
- Nominated for the TA Teaching Excellence Awards

RESEARCH EXPERIENCE

Journal Publication
- Siqi Zheng. (2021). From Mass-Dependence Model to Acoustic Mechanism: Two Mechanisms for Core-Collapse Supernova and Their Implications. Arbor Journal of Undergraduate Research, Volume 2. https://issuu.com/arbor.assu/docs/arbor_journal_2021_

CO-CURRICULAR ACTIVITIES

DataFest Competition Group Leader
DataFest Competition, Department of Statistical Science, University of Toronto
June. 2020 – July 2020
- Lead a group of 4 to visualize Mobility behaviors with Google/Apple Mobility data on interactive R Shiny Dashboard and GitHub
- Predict COVID-19 cases with Mobility Data via Multiple Regression Model

Science Teacher/Librarian Teacher
University of Toronto & Clinton Junior Public School (Vic Reach Program)
Sep. 2018 – Apr. 2019
- Managed K-6 classes with more than 100 students in total and taught mathematics and science knowledge at multiple levels
- Received certificate for 60+ hours of contribution from Victoria College, University of Toronto

SKILLS AND INTERESTS

- Written/Verbal Skills: Mandarin/Cantonese (Native), English (Professional)
- Programming skills: R, Python, SQL