Jianqi (Tony) Yu

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EDUCATION

Brandeis International Business School **Waltham, MA**
Candidate for Master of Science in Business Analytics (STEM-Designated) 08/2021 - 02/2023
Relevant Coursework: Analyzing Big Data, System Dynamics, Applied Econometrics, Information Visualization, Python, Sales & Sales Management
Future Courses: Machine Learning, Marketing Management

Lake Forest College **Lake Forest, IL**
Bachelor of Arts in Business, *magna cum laude, 3.75/4.0* 08/2018 - 07/2021
Relevant Coursework: Calculus I, Managerial Economics, Organizational Behavior, Principles of Marketing, Python, Statistics

TECHNICAL SKILLS

Programming Languages: Python, R, SQL
Computer Software: Tableau, Microsoft Office, Adobe Photoshop, Advanced CRM Systems

WORK EXPERIENCE

Brandeis University **Waltham, MA**
Graduate Assistant at Office of Study Abroad 10/2021 – Current
- Manage over 1,500 student applications using TarraDotta (CRM System)
- Market study abroad programs to the Brandeis Community; connect prospective students with advisors

Wang Vision Institute **Nashville, TN**
Marketing Analytics & Operations Intern 05/2021 - 07/2021
- Analyzed customer data and built predictive models using Excel to evaluate new patient growth opportunities and marketing strategies; enhanced booking rate by 20%
- Presented weekly updates on two projects to the management team and gained insights on healthcare operations, analytics, and management through events and data processing
- Created and oversaw a new outsourcing & sales project for the company that helped boost the company's publicity

Hangzhou Youda Hotel Management, Co., Ltd **Hangzhou, China**
Marketing Analyst Intern 07/2019 - 08/2019
- Analyzed competitive market and established forecast modeling based on auto-generated booking demographics, operating performance, and occupancy rate data
- Collaborated with management team on capital spending and monthly reporting; increased hotel's spending efficiency

ACADEMIC TEAM PROJECT

Brandeis International Business School **Waltham, MA**
Travel Industry Analysis: 08/2021 - 10/2021
https://github.com/tjyuj/AviationVisualization/blob/main/TeamTEN_FinalReport.pdf
- Performed market analysis of civil aviation industry using Tableau and R with multiple datasets to identify areas of improvement in collaboration with team of four
- Devised growth strategies using qualitative analysis and consumer behavior knowledge
- Created forecasting reports and delivered a presentation to class and panel of mock industry experts

ACTIVITIES/INVOLVEMENTS

Activities: Fidelity Mass FinTech Mentorship Program (2021-Current), Graduate Outdoors Club (2021-Current), Concert Choir and Chamber Choir (2018-2021), InterVarsity Christian Fellowship (2018-Current)

Volunteer: Tennessee Immigrant & Minority Business Group (Summer 2021), Wang Foundation for Sight Restoration (Summer 2021), Common Ground Network (Summer 2021), Public Safety Ticket Appeals Committee of Lake Forest College (2018-2020)

Languages: English (Native), Mandarin Chinese (Native), French (Beginner)