

# LINCOLN LI

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## WORK EXPERIENCE

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### Amazon.com

Seattle/Bellevue, WA

#### Finance Manager, Analytics and Automation

July 2018 – Present

- Led a cross-functional team in Operation Finance, driving financial automation, analytics, planning, reporting and model development to facilitate effective business decisions
- Designed and implemented automated monthly financial planning, reporting and analysis processes via **SQL** queries, **data models**, and **ETL** processes, resulted in savings of 5,000+ working hours annually across Finance and Accounting teams, and improved forecast accuracy from 85% to 99%
- Built **full stack web app** of AI-powered knowledge base for Amazon Delivery team using **React**, **AWS** and **LLMs** to enable question answering from private documents, employing **RAG** architecture for accurate information retrieval and summarization
- Conducted supervised learning analysis with **Python**, **pandas**, and **SQL** to quantify the ROI of a \$600MM incentive initiative, leading to optimized strategies for motivating delivery partners in improving safety, delivery quality, compliance and reliability
- Developed application using **Python** and **AWS SageMaker** to automate monthly auditing processes for 3rd party vendor billing data, reducing processing time from 3 days to 10 seconds
- Built a web app using **Python** and **Flask** to extract competitor's wage rates from external job posting websites, reducing data collection time by 99%, and enabling proactive evaluation of delivery capacity and wage risks
- Developed classification models based on **natural language processing** techniques with **scikit-learn** and **PyTorch** to predict product substitutability, ranked top 3 among 30+ Data Scientists and SDEs in Amazon Machine Learning Contest
- Established uniform demand analytics model using **Python**, proposed and implemented a multi-pack distribution strategy, reducing distribution cost by 50% and improving customer experience metric by 45%
- Developed 100+ dashboards using **AWS QuickSight** and **Tableau**, driving data democratization and empowering non-Finance teams to self-serve their financial and operational data needs
- Promoted from Senior Financial Analyst in 2022, and received *Consumables Kudos* recognition for going above and beyond and contributing outside the scope of normal job duties

### Lazard Frères & Co.

San Francisco, CA

#### Summer Associate, Investment Banking

June 2017 – August 2017

- Developed standalone and synergized discounted cash flow valuation models and prepared live pitch materials for Gilead's \$11.9B acquisition of Kite Pharma, facilitating deal agreement announced at the end of ten-week summer internship
- Managed and collaborated with analysts to prepare an in-depth thought piece with PowerPoint, analyzed cell therapy technology and market, and evaluated strategies and products of 20+ companies, identifying 10+ deal opportunities

### Ernst & Young

Beijing, China

#### Senior Consultant, Transaction Advisory Services

September 2015 – June 2016

- Provided financial and strategical advice across M&A transaction including due diligence and post-deal integration
- Led teams to automate financial and accounting reporting alignment for cross-border acquisitions

### PricewaterhouseCoopers

Tianjin, China

#### Associate, Assurance

October 2013 – September 2015

- Conducted financial analysis and internal control testing, ensuring accurate reporting of financial statements
- Received *Excellence Performance Award* (top 3%) for exemplary leadership, business acumen, teamwork and relationship

## TECHNICAL SKILLS

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- **Programming Languages:** Java, Python, JavaScript, C, C++, Kotlin, Ruby
- **Web Application Development:** React, Express, Flask, Node.js, Spring Boot, HTML, CSS, Bootstrap, Tailwind CSS
- **Databases & Cloud:** SQL, MongoDB, Firebase, AWS (Lambda, S3, Bedrock, CloudFront, SageMaker, QuickSight)
- **Data Analytics:** Pandas, NumPy, Apache Spark, Scikit-learn, PyTorch, advanced Excel modeling
- **Tools:** Git, Unix, Docker, Postman, JUnit, pytest, Jest, VS Code, IntelliJ IDEA

## EDUCATION

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### University of Pennsylvania

*Master of Computer and Information Technology, GPA 4.0/4.0*

Philadelphia, PA

December 2024

### UCLA Anderson School of Management

*M.B.A., Corporate Finance & Investment Management, GPA 3.9/4.0*

Los Angeles, CA

June 2018

### Cornell University

*Master of Science, Cell and Developmental Biology, GPA 3.9/4.0*

New York, NY

January 2013

### Nankai University

*Bachelor of Science, Biological Sciences, GPA 90/100, top 1% in class*

Tianjin, China

June 2010

## PROJECTS

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### Personal Website / React, Tailwind CSS / [Demo](#) / [GitHub](#)

September 2023

- Built a single-page web application for personal portfolio and experience demonstration
- Designed and built styled React components to modularize and maintain code efficiency, promoting scalability and code reusability
- Implemented responsive design principles, adapting gracefully to various screen sizes and orientations

### Stork / React, Firebase, AWS S3, Tailwind CSS / [Demo](#) / [GitHub](#)

August 2023

- Developed a serverless single-page web application for yard sales, allowing users to easily list and edit items, browse available items, and contact sellers, streamlining the process of organizing and participating in yard sales
- Built a responsive frontend using **React** and **Tailwind CSS**, and created customized React components for visual consistency and optimal user experience across various devices
- Implemented a serverless backend using **AWS** and **Firebase**, incorporating **AWS S3**, **Firestore** and **Cloud Storage** for scalable NoSQL cloud databases, and leveraging **Firebase Authentication** for user authentication and authorization

### AWS Resource Helper Bot / AWS lambda, S3, Lex, Polly, CloudFront

July 2023

- Collaborated with Amazon BIE team and built a chatbot to manage AWS resources via text and voice commands, simplifying complex AWS configurations across diverse resource consoles
- Developed and tested all **AWS lambda** functions to handle user requests through chat messages to execute a range of actions in AWS resource management, such as creating/deleting EC2 instances, S3 buckets and objects, etc.
- Leveraged Amazon **Lex** natural language understanding and speech recognition to enhance user engagement and interaction within AWS ecosystem, and enabling users with visual impairments to efficiently manage AWS resources
- Deployed the application using **AWS S3** and **CloudFront**

### KidsFun | Express, Node.js, HTML, CSS, Bootstrap, MongoDB, Cloudinary / [Demo](#) / [GitHub](#)

September 2022

- Built a web application using **Express** and **Node.js** to help parents search and share kid-friendly outdoor activities
- Implemented user authentication and authorization functionality using **Passport.js**, allowing users to create accounts, post and edit activities, images, locations and reviews
- Utilized **HTML**, **CSS** and **Bootstrap** to design and implement a responsive and visually appealing user interface
- Integrated **MongoDB** as the database management system, ensuring efficient and scalable data storage and retrieval

### Philadelphia COVID Vaccination and Property Data Interface | Java, JUnit | [GitHub](#)

August 2022

- Built a **Java** application that parses and analyzes COVID vaccination and property data in CSV and JSON formats
- Developed a CSV parser using state machine and utilized N-tier architecture for data reading, processing, and UI

### MCIT Student Management System | Java, JUnit, MySQL

March 2022

- Developed a CLI application using **Java** for UPenn MCIT students and faculty to manage course schedules, enrollments, course withdrawal, and grades reporting
- Implemented database with **MySQL** and applied test-driven development framework using **JUnit**

## ADDITIONAL

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- *Certifications:* Applied Data Science (University of Michigan)  
AWS Certified Cloud Practitioner  
Android Development in Kotlin (CodePath)  
CFA Charterholder (CFA Institute)  
CPA (California Board of Accountancy)  
FRM (Global Association of Risk Professionals)