



William Zheng

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Summary

Firmly believe that Data Science and Machine Learning will rebuild the world we live

Covered several aspects on Coursera, such as Data Analysis, Data Visualization, Machine Learning and Deep Learning

Skillful with Numpy, Pandas, Scikit-learn and Keras

Built a model, through programatic buying, helped client achieve an annual saving of 5%

Experience



Senior Media Planner

Dentsu Aegis Network

Jun 2019 - Dec 2019 (7 months)

Data Analysis and Visualization, pitch

Mainly served VolksWagen, Zespri



Media Planner

Wavemaker

Oct 2017 - Jun 2019 (1 year 9 months)

Built a model, through programatic buying, helped clients achieve an annual saving of 5%

Clients including Danone, Costa Crociere, Bank of Communication, Pfizer

Education



The University of Sheffield

Master of Science - MS, Business Finance and Economics

2020 - 2021

Starting from Oct. 2020



Shanghai Lixin University of Accounting and Finance

Bachelor's degree, Business Administration

2013 - 2017

First-class scholarship, Excellent Student and Excellent Student Leader of Yiban Student Union

Great interest in Statistics, probability, great effort to understand and analyze the national economic policies, actively bringing unique views to Professors

Licenses & Certifications



Applied Data Science with Python - University of Michigan



Deep Learning - deeplearning.ai



Machine Learning with TensorFlow on Google Cloud Platform - Google Cloud Platform Certified