

Jackey Chen

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PROFILE

Aspiring analytics professional with a strong foundation in data analysis, database management, and programming. Proficient in SQL and Python, with experience in data visualization and statistical modeling to support data-driven decision making. Passionate about turning raw data into actionable insights that drive business growth and innovation.

EDUCATION

Baruch College, Zicklin School of Business

New York, NY

Master of Science in Business Analytics

Expected May 2026

- **Relevant Coursework:** Analytical Programming, Database Management, Managerial Statistics

Bachelor of Business Administration in Marketing Management

May 2022

- **Concentration:** Digital Marketing | **Major GPA:** 3.62 | **Minor:** Psychology
- **Coursework:** Marketing Strategy, Marketing Analytics, Web Analytics and Intelligence, Internet Marketing

EXPERIENCE

Jupiter Legend | New York, NY | **Hotel Services Coordinator Intern**

Jul 2024 – Aug 2024

- Compiled, managed, and maintained database of over 20 hotel bookings and guest information daily to support data-driven decision making in operational planning and strategy development, improving customer satisfaction and retention by 15%
- Utilized Excel to maintain organized guest and booking data logs, performing basic data analysis and improving efficiency
- Assisted manager in tracking and analyzing occupancy rates, guest preferences, and booking patterns by gathering and interpreting data, contributing to the optimization of business strategies, forecasting abilities, and service enhancements
- Established relationships with over 50+ hotel sales managers weekly. Mediated phone calls to ensure networking and partnership opportunities, bookings, contact information, and providing customers with the most competitive rates

Brown Eyez Co. | New York, NY | **Social Media Manager Intern**

Jul 2022 – Aug 2022

- Effectively directed and approved a diverse array of multi-channel media content such as blogs, articles, and social media platforms, working closely with technical and design teams to strategically boost social media engagement by 30%.
- Sustained high levels of engagement and loyalty amongst followers by performing market research and analyzing the competitive landscape to effectively target key demographics interested in health and wellness, entertainment, and finance
- Managed, researched, and reported on industry trends and new social media practices, providing insights and content strategies that helped enhance the brand positioning and maintain a competitive edge in the market.
- Conducted and managed a health and fitness retreat campaign by researching diverse locations and social media influencers to collaborate with while utilizing pivot tables and data visualizations in Excel to be presented to the CEO

Haagen Dazs | New York, NY | **Assistant Store Manager & Server**

Jul 2016 – Sep 2016

- Served as a front-of-house crew member while providing exceptional customer service to over 150 customers per shift
- Delegated managerial responsibilities such as supervising inventory oversight, ordering processes and managing payroll
- Facilitated consumer engagement using strategic promotional initiatives, boosting customers and improved sales by 20%

EXTRACURRICULARS

Skillful.ly | New York, NY | **Technology Consulting Fellow**

Jan 2023 – Feb 2023

- Conducted extensive market research and performed in-depth data research to deliver valuable insights into market trends
- Created and presented weekly presentations that showcased the MECE framework, project management strategies, SDLC principles, and data visualization

Marketers of Baruch | New York, NY | **Member**

Aug 2021 – May 2022

- Organized and actively participated in fundraising and marketing events aimed at fostering community engagement and outreach, raising over thousands of dollars with outcomes of over 50 people every event
- Successfully organized and hosted engagement events that attracted more than 30 attendees, enhancing the visibility and impact of Marketers of Baruch within the college community

SKILLS

Computer: Microsoft Office Suite, Google Suite, Data Visualization, Google Analytics, Statistical Analysis, SQL, Python, Tableau
Languages: English (Fluent), Mandarin (Fluent), Fujianese (Proficient)

Interests: Fitness, Sneakers, Cooking, Fashion, Music

Certificates: LinkedIn Learning – Master Digital Marketing, Improve Digital Marketing Skills, Become a Digital Marketing Specialist