# Morgan W. Meng

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## EDUCATION

***University of St. Thomas,*** *Minneapolis, MN*                                        Anticipated 12/2025
**M.S. in Business Analytics (Data Science Focus)**                            **Cumulative GPA 3.74**

### RELEVANT COURSEWORK

Machine Learning, Artificial Intelligence, Data Preparation and Analysis, Data Visualization, Database Management, Multivariate Predictive Statistics, Python, SQL, R, Tableau, PowerBI, SAS, ArcGIS

## PROJECT

**Predicting Job Market Trends Using LinkedIn Job Postings**                    Sept 2024-Present
- o Engineered structured datasets from raw complex datasets, transforming text data into structured numerical features using NLP, PCA, and categorical encoding.
- o Deployed statistical models, such as logistic regression, SVM, decision tree, and clustering models, using python, to identify key predictors of data-related job demand.
- o Analyzed structured job market data and presented findings through professional presentations.

**Predictive Modeling for Strategic Student Recruitment**                    Nov 2023 – Oct 2024
- o Integrated and analyzed historical admission data (60,000+ records) using Python and SQL, creating and updating interactive dashboards to enhancing strategic decision-making.
- o Developed and adjust a predictive model using a weighted evaluation system to identify high-potential recruitment regions and partnership strategies.
- o Presented findings to stakeholders, incorporated feedback to refine analysis, and drove data-driven decisions for optimized recruitment and marketing strategies.

## WORK EXPERIENCE

**Marketing Operation Assistant**                                        Oct 2024 - Present
*University of St. Thomas*                                                Minneapolis, MN
- o Improve CRM database accuracy by 25% by auditing and cleaning records using Excel automation.
- o Launch targeted email marketing campaigns, increasing engagement rates by 35%.
- o Conduct market analysis using Python, Authored professional market research reports that informed and guided marketing strategy.

**Admission Assistant**                                                Aug 2023 – Present
*University of St. Thomas*                                                Saint Paul, MN
- o Build data-driven predictive models to optimize student recruitment, resulting in 40% increased enrollments in one academic year.
- o Processed and managed a high volume of student applications and inquiries, ensuring accuracy and attention to detail in a fast-paced environment with competing priorities.
- o Managed solely Salesforce database maintenance, error fixes, and cross-functional coordination, leveraging Power Query for data cleaning and , and ensuring data integrity and efficiency.

**Marketing Specialist**                                                Mar 2021 – Apr 2022
*DiDi Chuxing Technology Co**.***                                        Beijing, China

- Leveraged data analysis to optimize marketing strategies, driving monthly promotion projects and achieving targeted campaign results under tight deadlines.
- Collaborated cross-functionally to execute timely publication of advertisements, demonstrating strong communication and coordination skills in a fast-paced, high-pressure environment.
- Co-developed a TikTok influencer campaign that gained 1M+ followers, increasing brand visibility and user acquisition.

## LEADERSHIP & VOLUNTEER EXPERIENCE

**V.P. --** Graduate Business Student Association (Career Development Team)           2023 – Present
- Organized career development events and networking sessions for graduate students.
- Worked closely with faculty, alumni, and industry leaders to bridge academic learning**.**

Volunteer – International Dinner at St. Thomas                                              2024-Present
- Helped organize and facilitate the university's annual cultural event celebrating international student diversity.
- Engaged with students to promote cross-cultural understanding and inclusivity.

**Volunteer –** MSP International Festival                                                    2023-2024
- Assisted with promoting film art events at the Twin Cities' largest international festival.
- Coordinated logistics and visitor engagement, enhancing film art awareness.

**Volunteer** – FreeGeek (Electronic Recycling Nonprofit)                                    2024
- Supported sustainable technology initiatives, refurbishing and redistributing electronics to underserved communities.
- Contribute to environmentally responsible e-waste management.

Volunteer/Beyond Job Duty—GBSA, St. Thomas. Didi Chuxing                                     2018-Present
- Planed and organized yearly Secret Santa Event, such as coordinating, trailer editing and gala hosting.
- Lead and contribute to team-building ideas and itinerary, making sure the activities appealing and fun.