

Morgan W. Meng

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EDUCATION

University of St. Thomas, Minneapolis, MN
M.S. in Business Analytics (Data Science Focus)

Anticipated 12/2025
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

- Scraped and integrated complex datasets to enhance job postings, transforming text data into structured numerical features using NLP, PCA, and categorical encoding.
- Built statistical models, such as logistic regression, SVM, decision tree, and clustering models, using python, to identify key predictors of data-related job demand.
- Analyzed structured job market data and presented findings through professional presentations.

Predictive Modeling for Strategic Student Recruitment Nov 2023 – Oct 2024

- Integrated and analyzed historical admission data (60,000+ records) using Python and SQL, creating and updating interactive dashboards to enhancing strategic decision-making for recruitment.
- Developed and adjust a predictive model using a weighted evaluation system to identify high-potential recruitment regions and partnership strategies.
- 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

- Improve CRM database accuracy by 25% by auditing and cleaning records using Excel automation.
- Launch targeted email marketing campaigns, increasing engagement rates by 35%.
- 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

- Build data-driven predictive models to optimize student recruitment, resulting in 40% increased enrollments in one academic year.
- 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.
- Managed solely Salesforce database maintenance, error fixes, and cross-functional coordination, leveraging Power Query for data cleaning.

Marketing Specialist
DiDi Chuxing Technology Co.

Mar 2021 – Apr 2022
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.