**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

* 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** 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.