Jingjing Ling

Boston, MA | 978-560-3120 | jjling@bu.edu | linkedin.com/in/jjling

EDUCATION

Master of Science in Business Analytics (STEM)   August 2021
Boston University Questrom School of Business; Boston, MA

Bachelor of Science in Business and Finance   May 2017
New York University; New York, New York

- GPA: 3.7/4.0; Minor in Mathematics; Recipient of Dean's list for 3 academic years

RELEVANT WORK EXPERIENCE

Marketing Data Analyst, Digital Marketing   June 2017 - August 2020
GroupM China, Shanghai, China

- Optimized quarterly budget allocation across media channels using Excel solver and linear programming, adjusted campaign calendar for maximal audience reach; improved cost efficiency by 12% compared with manual setting
- Reduced cost per sales lead by 60% in 6 months by developing weekly search engine marketing reports, creating graphic summaries from performance data of over 20,000 keywords, and generating bidding strategy suggestions
- Applied consumer clustering tools and defined core audience and other target audience groups for communication leveraging demographic and behavioral data; helped double the allocated budget for performance marketing

Teaching Assistant, Business Analytics   January 2018 - May 2018
New York University Shanghai, Shanghai, China

- Held course review recitations for over 30 students with hands-on experience in R with machine learning, data mining, simulation and forecasting techniques

Intern, Programmatic Buying   August 2016 - May 2017
GroupM China, Shanghai, China

- Reported to performance marketing director, served 7 multi-national clients including Dyson, Kotex, Lufthansa, etc. and took part in 18 campaigns with $8 million total spending, 16 reached performance objectives
- Utilized mainstream campaign operation and analytics platforms such as Google Adwords, Google Analytics, etc. , organized historic campaign data, gained in-depth exposure to data-driven analysis in marketing

RELEVANT SKILLS

- R, Python, SQL, BigQuery, Google Cloud Platform, Tableau, Minitab, MS Access, Excel (Pivot Tables, Solver)

RELATED PROJECTS

Media Spending Data Bank   May 2019 - May 2020
GroupM, Shanghai, China

- Initiated data bank project, designed table structure and joins to consolidate 3 data sources and over 1 million records for 4-year media spending of automobile manufacturers using SQL and Excel
- Managed monthly maintenance, including raw data retrieval, key table updates, and exporting cleaned version
- Conducted quarterly competitor analysis

ADDITIONAL INFORMATION

- **Community Service**: Raised funding for H2H (Heart to Heart, a charity organization helping Chinese children with congenital heart defects)
- **Languages**: Mandarin (Native), English (Proficient)