

Maggie (Jingxi) Chen

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EDUCATION

● **Robert H. Smith School of Business, University of Maryland, College Park, MD** 2014
Master of Science in Business (MSB), Focus Area: Information System (GPA: 3.5/4.0)

● **Capital University of Economics and Business, Beijing, China** July 2012
Bachelor of Science, Economics (GPA: 3.7/4.0)

Awarded scholarship for outstanding academics (top 10%) in 2008, 2009 and 2010.

Awarded 3rd place for the 2011 Interdisciplinary Modeling Contest

EXPERIENCE

Paradyne Management, Greenbelt, Maryland, USA 2013
Business Analyst Intern

- Implemented invoice system transformation from Excel to Access database and built prototype database to create integrated views that can be used to drive decision making.
- Succeeded proper test coverage exists, troubleshoot technical issues and coordinated test schedules and resource plans.

Google Online Challenge and Analytics, Maryland, USA 2013

Marketing Analyst Intern

- Led a team ran an online marketing campaign for EventStir.com over 21 days, leading \$252 revenue. **Utilized Google Analytic to track website traffic and Google Adwords to target keywords and Ad copies.** Expanded inbound and outbound marketing channels and developed reports for improving conversion rates and site engagement. Campaign ended up with 2200 keywords, 86 thousand impressions, 235 clicks and \$1.06 average CPC.

A.T. Kearney, Beijing, China 2011

Market Consultant Part-time

- Analyzed and identified market competition for global fashion accessory retailer. Interviewed with more than 10 retail store managers over a period of three months and collected raw data for over 1000 accessories.
- Chaired six data analysts to review, edit, clean, translate, and draw insights from large data sets with SPSS, Excel and other analytics tools.

KPMG, Colombo, Sri Lanka 2011
Data Analyst Intern

- Developed vouching spreadsheets and compiled background information for two audit projects: International Water Management Institute and Senok Trade Combine Limited.
- Investigated about ACCA Exam scores and subjects for 400 employees. Assembled data, created rating and ranking system and established promotion database using Excel to measure employee performance and professional certifications.
- Maintained data integrity during processing, analysis and storage, ensuring 100% accuracy.

ADDITIONAL INFORMATION

● Languages: Fluent in English and Chinese

● Technical: Microsoft **Word, Excel, PowerPoint, Access, SPSS, SQL**, Eviews, C, Arena, XLMiner, Statool, NodeXL, **Google Adwords, Google Analytics**