

XinYu (Jason) Jiang

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Education

Baruch College, Zicklin School of Business

M.S. Information Systems; Concentration in Data Analytics

Current Cumulative GPA: 3.7/4.0

New York, NY

Expected Graduation: May 2023

NYU Tandon School of Engineering

B.S. Integrated Digital Media

Brooklyn, NY

May 2019

Work Experience

Improve, Inc.

Junior Project Associate

New York, NY

Jul 2019 - Aug 2021

- Advised on technical audits of client sites, improved average page speed of each site by at least 10%.
- Assisted with building page speed measurement tool, tracking Google Core Web Vitals automatically.
- Set up Google Data Studio dashboards with Account Managers, decreased time spent on monthly reports.

Marco Media

Digital Marketing Intern

Brooklyn, NY

Sept 2018 - Jul 2019

- Addressed website issues related to: lazy-loading, 301 re-directions, and minification of large J.S and CSS files.
- Increased web traffic to clients using SEO strategies focusing on content optimization and content consolidation.
- Performed keyword research and analysis, improving client site content and Domain Authority.

Abbott Laboratories

Project Support Intern

Princeton, NJ

Jun 2017 - Sept 2017

- Worked in a small team to improve user interface of internal employee timesheets, increased efficiency of platform.
- Assisted with i-STAT blood analyzers and cartridges product testing, supported early release of products.
- Managed inventory by ordering raw materials, maintaining stock, and updating records.

Projects

Covid-19 Dashboard

🔗 See Project

- Built interactive graphs using regularly updated data from professional sources for easier visual analyses.
- Cleaned and merged multiple .csv files to better interpret coronavirus data from a city level to a global level.

Exploratory Data Analysis of a South German Bank

🔗 See Project

- Determined factor with the strongest correlation to having good credit using a correlation matrix.
- Visualized breakdown of clients by age group, credit type, and housing type using a variety of charts and graphs.

Index Tracking Portfolio

🔗 See Project

- Calculated constituents' stock volatility, returns, and sharpe ratio to determine companies worth investing.
- Determined an optimal portfolio that used a subset of 10 Dow Jones constituents to closely track the index.

Backtesting Investment Strategies

🔗 See Project

- Compared active strategies: simple momentum and simple moving averages against passive buy and hold.
- Web-scraped Dow Jones historical data using Python yfinance library in preparation for backtesting.

Technical Skills

Data Manipulation: Python (*numpy, pandas*)

Data Visualization: Python (*matplotlib, plotly*), Tableau

Database Management: SQL (*PostgreSQL*), Microsoft Access

Others: PyCharm, Jupyter, Microsoft Office (Excel: VLOOKUP, INDEX MATCH ...), GitHub

Additional Information

Languages: English, Conversational Mandarin

Interests and Hobbies: Powerlifting, Photography