

XIN YU (JASON) JIANG

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PROFESSIONAL EXPERIENCE

NYC Department of Social Services (HRA)

New York, NY

Technical Business Analyst Intern

Feb 2022 — May 2022 ♦ 4mos.

The NYC Human Resources Administration is the nation's largest social services agency, assisting 3M+ low-income New Yorkers annually on an operating budget of \$9.6B with essential programs such as Food Assistance and Health Assistance.

- Updated and maintained 30+ NYC Open Data public datasets used by 1.5M+ annual visitors.
- Ensured public datasets adhered to respective data dictionary rules, resulting in more consistent and reliable agency reports.
- Leveraged SQL and wrote complex queries to investigate and retrieve information from data warehouse for ad hoc analysis.
- Implemented SOP and documentation of procedures for monthly and quarterly reports, improving completion time by 40%.
- Created templated excel workbooks to streamline monthly management reporting and support policy decision-making.

Improve, Inc.

New York, NY | Remote

Technical Project Associate

Jul 2019 — Aug 2021 ♦ 2yrs. 2mos.

Improve is a boutique digital growth agency specializing in Search Engine Optimization – providing consulting services for Fortune 50 companies, SMEs, and high-growth startups. Improve helps deliver at least a 2:1 return on SEO projects.

- Refined internal page speed measurement tool and automated tracking of Google Core Web Vitals.
- Advised on technical audits of client sites, improving overall average page speed of each site by at least 10%.
- Automated reports using Google Data Studio, creating dashboards to support managers in end of month deliverables.
- Conducted competitor analyses of: link strategies, on-page content, and keyword gaps to boost client sites' organic traffic.

Marco Media

Brooklyn, NY

Digital Marketing Intern

Sep 2018 — Jul 2019 ♦ 11mos.

Marco Media is a Search Engine Marketing startup specializing in Search Engine Optimization, Social Media Marketing and Pay-Per-Click Advertising for small, medium, and large businesses.

- Spearheaded SEO strategies focusing on content optimization and content consolidation.
- Contributed to the development of technical SEO strategies regarding crawlability, indexing, and page structure.
- Resolved website issues related to: lazy-loading, 301 re-directions, and minification of large JS and CSS files.
- Responsible for keyword research and analysis to aid strategies that help improve client sites' content and Domain Authority.

PROJECTS

Covid-19 Dashboard

🔗 See Project

Created an interactive dashboard webpage of coronavirus infection and vaccination rates by data wrangling regularly maintained, professional datasets from public github repositories.

Exploratory Data Analysis of a South German Bank

🔗 See Project

Broke down and analyzed clientele by age, citizenship, and housing type using a variety of charts and graphs to determine the factor most strongly correlated with good credit ratings.

Backtesting Investment Strategies

🔗 See Project

Obtained historical data of SPDR Dow Jones Industrial Average ETF using the yfinance Python library – to backtest an active simple moving averages strategy against passive buy and hold.

TECHNICAL SKILLS

Amazon Web Services: EC2, S3, EMR (Apache Spark)

Data Manipulation: Python (numpy, pandas, pyspark, scikit-learn), SQL

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

Database Management: Oracle, Microsoft SQL Server, Microsoft Access

Others: GitHub, Microsoft 365 (Outlook, Teams, Excel: VLOOKUP, INDEX MATCH, Pivot Table ...), Asana, Streamlit.io, Google Analytics, Screaming Frog

EDUCATION

Baruch College, Zicklin School of Business

New York, NY

M.S. Information Systems; Concentration in Data Analytics

Expected Graduation: May 2023

Current Cumulative GPA: 3.6/4.0

NYU Tandon School of Engineering

Brooklyn, NY

B.S. Integrated Digital Media

May 2019