XinYu (Jason) Jiang

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Education

Baruch College, Zicklin School of Business   New York, NY
M.Sc. in Information Systems; Concentration: Data Analytics   *Expected Graduation: May 2023*
GPA: [ ]/[ ]

<u>Relevant Graduate Courses:</u> *Programming for Analytics, Information Technology Strategy, Statistics, Principles of DBMS, Big Data Tech., Systems Analysis and Design, Data Warehousing and Analytics*

NYU Tandon School of Engineering   Brooklyn, NY
B.Sc. in Integrated Digital Media   *May 2019*

Relevant Experience

Improove Inc.   New York, NY
Junior Project Associate   *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.
- Responsible for data collection from Google Search Console and Google Analytics before strategy meetings.

Marco Media   Brooklyn, NY
Digital Marketing Intern   *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   Princeton, NJ
Project Support Intern   *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

Backtesting Investment Strategies

- Backtested and visualized optimal strategies between momentum and simple moving averages.
- Web-scraped Dow Jones historical data using yfinance library in preparation for backtesting.
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Popular US Baby Names Over the Years

- Concatenated multiple files into one main dataframe, analyzing over five million data points.
- Aggregated and visualized popular name trends and evergreen names over time.
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Technical Skills

Data Analysis and Manipulation: Python (*numpy, pandas*)
Data Visualization: Python (*matplotlib*)
Database Management: SQL (*PostgreSQL*), Microsoft Access
Others: PyCharm, Jupyter, Tableau, Microsoft Office (Excel: VLOOKUP, INDEX MATCH ...)

Additional Information

Languages: English, Conversational Mandarin
Interests and Hobbies: Powerlifting, Photography