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*

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 in Google Sheets, tracked Google Core Web Vitals automatically.
- Set up Google Data Studio dashboards with Account Managers, decreased time spent on monthly reports to clients.
- Responsible for data collection from Google Search Console and Google Analytics in preparation for 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 that focused on content optimization and content consolidation.

Abbott Labs   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 product tests of handheld i-STAT blood analyzers and cartridges, supported early release of products.

Projects

Backtesting Investment Strategies   Oct 2021
- Backtested and visualized optimal strategies between momentum and simple moving averages.
- Web-scraped Dow Jones historical data using yfinance library in preparation for backtesting.

Popular US Baby Names Over the Years   Sept 2021
- Imported, merged, and cleaned multiple .csv files; analyzed over five million data points using pandas library.
- Visualized popular name trends over time by use of matplotlib library.

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