

# XinYu (Jason) Jiang

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## Education

### Baruch College, Zicklin School of Business

*M.Sc. in Information Systems; Concentration: Data Analytics*

GPA: [ ]/[ ]

**New York, NY**

*Expected Graduation: May 2023*

Relevant Graduate Courses: *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

*B.Sc. in Integrated Digital Media*

**Brooklyn, NY**

*May 2019*

## Relevant 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.
- Responsible for data collection from Google Search Console and Google Analytics before strategy meetings.

### 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

### 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