

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 JS 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

Index Tracking Portfolio

- Determined a fitted portfolio using 30 Dow Jones index stocks by calculating performance, risk, and return.
- Tracked DJIA using subset of 10 stocks and simulated returns using forward testing.

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.

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, by gender.

Technical Skills

Data Manipulation: Python (*numpy*, *pandas*)

Data Visualization: Python (*matplotlib*), 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