XinYu (Jason) Jiang

🌐 U.S. Citizen   📱 +1(917) 868-1868   ✉ xyjiang970@gmail.com   👤 xyjiang970.github.io   in linkedin.com/in/xyjiang

Data Analysis Skills

- Developing and maintaining compelling data visualizations and dashboards using datasets from different sources.
- Data wrangling datasets into more readily used formats (merging, purging, detecting outliers).
- Identifying, analyzing, and interpreting trends or patterns in complex data.

Digital Marketing: Ahrefs, Google Analytics, Google Search Console, Screaming Frog, SEMrush, WordPress
Data Visualization: Python (*matplotlib, plotly, seaborn*), Tableau
Database Management: SQL (*PostgreSQL*), Microsoft Access
Data Manipulation: Python (*numpy, pandas*)
Others: GitHub, Microsoft Office (Excel: VLOOKUP, INDEX MATCH ...), Streamlit.io

Work Experience

Improove, Inc.   **New York, NY | Remote**
Junior Project Associate   *Jul 2019 - Aug 2021 · 2yrs 2mos*

- 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.

Marco Media   **Brooklyn, NY**
Digital Marketing Intern   *Sept 2018 - Jul 2019 · 11 mos*

- 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 to improve client sites' content and Domain Authority.

Abbott Laboratories   **Princeton, NJ**
Project Support Intern   *Jun 2017 - Sept 2017 · 4mos*

- Worked in a small team to improve user interface of internal employee timesheets, increased efficiency of platform.
- Assisted with product testing i-STAT blood analyzers and cartridges, aided with early release of products.
- Managed inventory by ordering raw materials, maintaining stock, and updating records.

Projects

Covid-19 Dashboard   🔗 *See Project*

- Built interactive graphs using automatic, regularly updated professional data for easier visual analyses.
- Data wrangled multiple data sets to better interpret coronavirus data from a city level to a global level.

Exploratory Data Analysis of a South German Bank   🔗 *See Project*

- Determined factor with the strongest correlation to having good credit using a correlation matrix.
- Visualized breakdown of clients by age group, credit type, and housing type using a variety of charts and graphs.

Index Tracking Portfolio   🔗 *See Project*

- Calculated constituents' stock volatility, returns, and sharpe ratio to determine companies worth investing.
- Developed an optimal portfolio that used a subset of 10 DJIA constituents to closely track the index.

Backtesting Investment Strategies   🔗 *See Project*

- Compared active strategies: simple momentum and simple moving averages against passive buy and hold.
- Web-scraped DIA ETF historical data using Python yfinance library in preparation for backtesting.

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: 3.7/4.0

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