

XinYu (Jason) Jiang

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Education

Baruch College, Zicklin School of Business

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

New York, NY

Expected Graduation: May 2023

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 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

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 that focused on content optimization and content consolidation.

Abbott Labs

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 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, Google Workspace (G-Suite), Microsoft Office

Additional Information

Languages: English, Conversational Mandarin

Interests and Hobbies: Powerlifting, Photography