

XinYu (Jason) Jiang

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Data Analysis Skills

- Developing and maintaining compelling data visualizations and dashboards using data 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

Improve, Inc.

New York, NY | Remote

Junior Project Associate

Jul 2019 - Aug 2021 · 2yrs. 2mos.

- Refined internal page speed measurement tool, tracking Google Core Web Vitals automatically.
- Advised on technical audits of client sites, improving average page speed of each site by at least 10%.
- Automated monthly reports using Google Data Studio, simplifying dashboard building with Account Managers.

Marco Media

Brooklyn, NY

Digital Marketing Intern

Sept 2018 - Jul 2019 · 11mos.

- Spearheaded SEO strategies focusing on content optimization and content consolidation.
- Responsible for keyword research and analysis to improve client sites' content and Domain Authority.
- Resolved website issues related to: lazy-loading, 301 re-directions, and minification of large J.S and CSS files.

Abbott Laboratories

Princeton, NJ

Project Support Intern

Jun 2017 - Sept 2017 · 4mos.

- Managed inventories by ordering raw materials, maintaining stock, and updating records.
- Tested i-STAT blood analyzers and cartridges, facilitating early release of products by two months.
- Collaborated with a small team to improve UI of employee timesheets, improving overall efficiency of platform.

Projects

Covid-19 Dashboard

🔗 See Project

- Built interactive graphs using automatic, regularly updated professional datasets 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