

XinYu (Jason) Jiang

🌐 U.S. Citizen 📞 (917) 868-1868 ✉ xyjiang970@gmail.com 🔗 xyjiang970.github.io in linkedin.com/in/xyjiang

Education

Baruch College, Zicklin School of Business

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

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

Work 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

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 moving averages.
- Web-scraped Dow Jones historical data using yfinance library in preparation for backtesting.

Popular US Baby Names

- Concatenated multiple files into one main dataframe, analyzed over two million rows of data.
- 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