Yongting Shi

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EDUCATION

Florida Atlantic University   Boca Raton, Florida

Bachelor of Business Administration   Graduated Dec 2023

Major in Economics with a Business Economics Concentration   Overall GPA: 3.971

Minor in Business Analytics

- *President's List and Dean's List* | Honors Program and Soar in 4 Program – are highly selective
- *Dr. Sharmila Vishwasrao Scholarship for Excellence in Economics (FAU)*   *June 2023*

EXPERIENCE

Digital Marketing and Website Developer   Coral Springs, FL

Nature Power Acupuncture and Herbs   Sep 2024 – Present

  - Designed and launched the official website, establishing an online presence showcasing services and information.
  - Implemented SEO strategies to improve search engine rankings and increase organic traffic, leading to higher visibility and user engagement
  - Created and managed social media profiles, developing engaging content and promotional campaigns to attract new clients and build brand awareness

Code The Dream - Coding Bootcamp Student   Feb 2025 – Present

  - Actively learning front-end development technologies including HTML, CSS, JavaScript, and API data fetching
  - Applying problem-solving and technical skills to real projects, strengthening ability to deliver user-centered digital solutions

Papaya Math Tutor   Jun 2025 – Present

  - Provide personalized tutoring to students in mathematics, enhancing their understanding and academic performance
  - Develop clear, patient communication skills tailored to diverse learning needs

PROJECTS

Coding Projects: Portfolio Website   April 2025

Skill: HTML, CSS, JavaScript, DOM| Deployed via Netlify | GitHub Version Control

- Developed a personal website to showcase technical and professional skills and emphasized responsive design and clear user navigation to reflect strong user experience (UX) thinking
- Projects featured on the site demonstrate the ability to build interactive, client-focused digital tools:
    ▪ Coffee Recommendation website: *JavaScript, API Fetch, HTML, CSS*
    ▪ Practice Projects: *Frontend Layout and Logic Practice*

Research Project: Analysis of Factors Affecting a Movie's Gross Revenue   March 2023

Skill: Multiple Linear Regression, Neural Network, Data Analysis, Data Cleaning in Excel

- Utilized *multiple linear regression* and *neural network models* to identify key predictors of a movie's gross revenue.
- Delivered valuable findings to support strategic decision-making in the entertainment industry.

Tableau Project for Lottery Prizes in the UK   April 2023

Skill: Tableau, Excel, PowerPoint, Data Cleaning

- Analyzed and visualized the distribution of lottery prizes in the UK using *Tableau and Excel*
- Applied advanced *data cleaning techniques to* prepare datasets for accurate and meaningful analysis
- Presented findings in a PowerPoint presentation, providing clear insights to inform stakeholders

SKILLS

Frontend: HTML, CSS, JavaScript, Responsive Design

Data: Database Management, SQL, Excel, Tableau, Data Cleaning

Marketing: SEO, Social Media Strategy, Google Analytics

Tools: GitHub, Netlify, Canva, PowerPoint