

# Zeja (Harry) Chen

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## Summary

I am a healthcare-focus strategy consultant specializing in enterprise strategic planning and US payer/provider operations. My proficiency lies in utilizing data analytics and industry research to assist stakeholders in resolving critical issues

## Education

**Emory University**

Atlanta, GA

*Bachelor of Science, Quantitative Science; double major in Film and Media Study*

May, 2022

Cumulative GPA: 3.89/4.0

Honors: Phi Eta Sigma, National Honor Society; Dean's List, Spring 2022

Relevant coursework: Statistical Learning, Natural Language Processing, Econometrics, Data Structure & Algorithm

## Technical skills

**Programming & Business Intelligence:** R, Python, SQL, Java, PowerBI

**Design and Productivity Tools:** Microsoft Office, ThinkCell, JIRA, Notion

**Related Exams Passed:** CFA Level I - May, 2023, SOA Exam P – January, 2021

## Work Experience

**Humana Inc.** | *Corporate Strategy Analyst* | Louisville, KY

July 2022 – Present

Worked closely with company executives to identify and analyze promising growth opportunities, providing guidance on strategic capital allocation and executed strategic transformation for leaders across various LOBs

- Delivered a PowerBI dashboard that provides leaderships with market level insights into Humana's clinical asset integration and care ecosystem utilization, achieving a rank in the top 1% of the most viewed enterprise dashboards
- Carried out a TAM analysis for Humana's unengaged members in proximity to the company's own provider network to assess potential avenues for reengagement through our proprietary omnichannel strategy
- Engaged in crafting a year-long educational curriculum and held quarterly sessions that covered a range of AI topics, with the aim of equipping colleagues with related knowledge and fostering the adoption of the innovative technology

**Rise Interactive Inc.** | *Internet Marketing Intern, Media Operation* | Chicago, IL

May 2021 – September 2021

Leveraged digital marketing analytics to facilitate digital transformation for clients, unlocking additional online traffic and profit pool for their core product offerings

- Implemented high quality tagging system on clients' sites via Google Tag Manager, resulting in an 12% increase in site traffic and 5% boost in conversion rate
- Automated the extraction of 800+ performance metrics from client data streams using Excel, and presented leaders with pain points that can be optimized to reduce marketing budget through empirical data analysis

## Project Experience

**Customer Lifetime Value**

September 2021 – October 2021

- Cleaned and manipulate 50 million customer transaction data; transformed the raw data into pre-analysis data frame
- Built logistic regression models utilizing pseudo churn analysis theories to predict customers' future lifespan and lifetime value based on the past shopping behaviors
- Conducted customer segmentation analysis and developed suggestions for our client on retaining the low lifetime value customer by developing marketing strategies to turn them into high-value customers

## Leadership Experience

**Emory China Care** | *Marketing Lead* | Atlanta, GA

April 2021 – June 2020

- Led a team of six members to promote and document a public club event through photography and videography, in order to raise awareness and funds for orphans in the local community
- Self-designed club's logo and T-shirts, and managed fundraising events to collect \$2000+ in donation for local shelters

**Divine Mercy Inc.** | *Co-founder* | Foshan, China

August 2015 – June 2019

- Co-founded an accessible streetwear brand, selling eco-friendly garments to promote western street culture
- Developed e-commerce marketing strategy based on evolving customer's needs and behaviors on online platforms, achieving over 10% increase in site traffic and 60% sales growth