

## Summary

Communicative, passionate and creative senior at Emory University, with deep understanding of consumer audiences and strategy thinking, experienced in business, data analytics, Ad Tech management and digital media enablement

- **Marketing Research & Analysis**  
Effectively applied integrated marketing strategy to identify market and industry trends, managed social media accounts and e-commerce platforms to boost client's sales by 15%
- **Communication & Team Involvement**  
Coordinated cross-functionally to translate non-technical language into the core objectives targeted to address using expertise, resulting an 8% increase in efficient communication across all channels
- **Technical Skills**  
Proficient in R, Python, MYSQL, MS Office, JIRA, Google Marketing Suite (Analytics, Tag Manager, Ads, etc.)

## Education

### Emory University

Atlanta, GA

#### Bachelor of Science in Quantitative Science

Expected: June 2022

#### Bachelor of Arts in Film and Media Study

Cumulative GPA: 3.88/4.00 Honors: Phi Eta Sigma, National Honor Society

Actuary Exam: Passed the SOA Exam P (grade: 9/10)

Relevant Coursework: Process &amp; Systems Management, Data Analytics, Econometrics, Data Structure &amp; Algorithm

## Internship Experience

### Emory College of Art & Science | Teaching Assistant: Intro. for Computer Science | Atlanta, GA September 2021 – Present

- Conducted on average 6 hours of grading and Q&A weekly to provide accurate, fair feedback on student's performance and concern under virtual learning setting, enhancing students' learning experience
- Held office-hour twice per week for a class of 145 students to provide tutorials and guidance on course materials, guiding students to develop structural problem-solving and debugging behaviors for computer science

### Rise Interactive Inc. | Internet Marketing Intern, Media Operation | Chicago, IL May 2021 – September 2021

- Reduced ad costs by 12% and increased 250+ clients' media allocation efficiency by creating and implementing high quality conversion tags in **Google Tag Manager** and **DCM**.
- Created critical digital marketing metrics report for management decision making by building BigQuery to standardizing clients' raw conversion data and analyzing in Google Data Studio.
- Automated the process of extracting 800+ performance metrics from clients' data stream on **Adverity** in **Excel**, and suggested potential pain points for marketing budget optimization with empirical data analysis and visualization on **R Studio**

## Project Experience

### Letterboxd Sentimental Analysis – Unstructured Data Analysis & NLP November 2021 – December 2021

- Collected corpus data by scrapping 3000+ film reviews from social platform Letterboxed
- Quantified reviews' sentiment by generating positive, negative, and neutral scores for textual input using Python package VADER and conducted text tokenization for analysis
- Built binary classification model based on logistic regression and predicted the likelihood of a review's sentiment; determine the statistical significance of individual features by performing Z-test

### 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 insightful suggestions for our client on retaining the low lifetime value customer by developing marketing strategies to turn them into high-value customers

## Leadership Experience

### Department of Quantitative Theory and Methods | Student Ambassador | Atlanta, GA September 2021 – Present

- Participated in strategic planning workshop with the department external advisory board (MailChimp, JP & Morgan, EY, etc.) to brainstorm priorities and plans for allocation of efforts, resources over the next five years
- Worked closely with one of the advisors to discuss, plan, and structure the landscape around his upcoming spring QTM seminar, the Accenture sponsored: Data Science for Social Good

### Emory China Care | Marketing Lead | Atlanta, GA April 2019 – June 2020

- Led 6 members to capture joyful moments of club's events via recordings and photoshoots to raise awareness of orphan in local community
- Applied **Photoshop** to design club's latest logo and T-shirts, and managed fundraising events to collect total \$8000+ fund at the end of the semester to purchase daily provisions of local shelters in need

### Divine Mercy Inc. | Co-founder | Foshan, China August 2015 – August 2019

- Founded an accessible streetwear brand with 4 members to design eco-friendly garments prompting western street culture
- Developed distinct marketing strategy according to customer's needs and behaviors on disparate e-commerce platforms, achieving more than 10% customer base growth and 60% sales growth in China and USA market combined