

LARRY W. ZHOU

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Mission: Leverage big data to make impactful decisions at a fast growing startup while increasing technical prowess

Education

New York University	New York, NY
<ul style="list-style-type: none">Bachelor of Arts in Mathematics – Concentration in BusinessCoursework: Statistics, Java, Financial Accounting, Mathematical Modeling, Luxury Markets, Digital Marketing	05/13
Phillips Academy Andover	Andover, MA
<ul style="list-style-type: none">Member of the National Society of High School Scholars (NSHSS)	06/09

Relevant Experience

1-800 Flowers - Business Data Analyst	New York, NY
<ul style="list-style-type: none">Aggregates multi-year sales data to differentiate and optimize cross platform customer conversionCreates unique customer segments to cross sell customers based on their behavior and buying patternsAutomated daily and weekly reporting for several subsidiary companies saving 20 hours of work a monthIntegrates SAS and SQL databases to perform statistical analysis across millions of points of data	07/14-Present
Havas Worldwide - Analytics and Insight - Junior Data Analyst	New York, NY
<ul style="list-style-type: none">Clients: Diageo – Don Julio – Johnnie Walker – TheBar.com Hershey’s – Jolly Rancher – Kit KatMonitored and troubleshot website traffic and conversation flow to optimize overall customer experienceCreated a data-driven model to project Twitter advertising engagements of a campaign to prove effectivenessOptimized Twitter media buys and improved cost efficiencies by over 90% - well below industry benchmarksFormulated new and innovative A/B/C/D test scenarios to be carried out for a given month to better target customersBuilt and operated a >\$500k media plan on Twitter and Facebook digital strategy on a daily basis	09/13-07/14
Amazon - MyHabit.com - Merchandising Operations Manager - Contract	New York, NY
<ul style="list-style-type: none">Troubleshoot and QA’s over 15 events a day ranging from 30-50 items for multiple buyersCreated a VBA script to automate a daily report to the entire production and creative teamManaged a team of 6 and their QA workflow on a daily basis	06/13-08/13
Ralph Lauren - Club Monaco - Finance - Intern	New York, NY
<ul style="list-style-type: none">Conducted, optimized, and automated Profit-Loss and KPI reporting for over 50 stores on a weekly basis	03/13-05/13
Bespoke Post - E-commerce Startup - Marketing Analyst - Intern	New York, NY
<ul style="list-style-type: none">Performed data and numerical analysis on over 400 email marketing campaigns to determine best practicesConducted market research and cross-market analysis for potential partnership leads	10/12-03/13
J. Crew - IT Project Management - Intern	New York, NY
<ul style="list-style-type: none">Implemented Online Pre-screen to the checkout process - increased credit card registration by 20%Managed 4 E-Commerce projects as a SCRUM master – teams 4-17	06/12-08/12

Additional Experience

Zeta Psi Fraternity - Phi Chapter - Alumni Representative, Rush Chair, Marketing Chair	New York, NY
<ul style="list-style-type: none">Marketing Chair: Allocated \$4,000 and managed 3 Rush Chairs as well as the overall marketing strategy	05/11-05/13
NYU Recreation Center - Golf Instructor	New York, NY
<ul style="list-style-type: none">Taught 60 students Golf and wrote 3 instructional documents that saved the program 20% of annual rev.	09/11-08/12
UBS Wealth Management Research - Technical Analyst - Intern	New York, NY
<ul style="list-style-type: none">Constructed and published 4 monthly technical publications and monthly seasonality reportsAnalyzed over 25 indices and individual stocks on a monthly basis to determine cyclical changes in the market	09/10-05/11
H&J Inc. (Civil Engineering Consulting Company) - Intern	Beijing, China
<ul style="list-style-type: none">Translated and edited 6 working proposals for government projects from Chinese to English	06/10-08/10

Skills and Certifications

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| <ul style="list-style-type: none">Languages: Mandarin, ShanghaieseProgramming: Python, SAS, SQL, Hadoop/HiveExternal Courses: SAS 1: Essentials, SAS 2: Data Manipulation, SAS SQL 1: Essentials, Adv. RDMS (Stanford U. Online)Other: Tableau, Google Analytics/Adwords, Twitter Ads, Facebook Ads, Microsoft Excel/PPT (expert), Adobe Photoshop | <ul style="list-style-type: none">Market Technicians Association: CMT level 1 (May 2011)Project Management: Agile System (SCRUM) |
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Activities

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| <ul style="list-style-type: none">Andover Alumni Event Coordinator (2009-Present)Beijing Ultimate Frisbee Summer League (2010) | <ul style="list-style-type: none">ZogSports – Ultimate Frisbee League (2014)NYU Varsity Swimming & Diving (2009-2011) |
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Interests

- Cycling • Skiing • Golf • Ultimate Frisbee • Design • Cooking