

# Zhijie Xiong

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## EDUCATION

### Columbia University

MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science

Sep 2025-Present

New York

### The Hong Kong University of Science and Technology (HKUST)

BSc in Quantitative Social Analysis

Sep 2021-July 2025

Hong Kong

- Scholarship: Admissions Scholarship of HKD 30,000 per academic year.

## WORK EXPERIENCE

### PeopleSearch Talent Service (Shanghai) Co., Ltd.

Mar 2023 – Sep 2023

Remote

Data Management & Recruitment Intern

- Collected, verified, and structured 500+ candidate records in Applicant Tracking Systems (ATS) and Excel databases, ensuring data accuracy and completeness.
- Standardized data templates and improved record-keeping efficiency, reducing duplication and input errors by 30%.
- Assisted consultants with data reporting and pipeline tracking, maintaining confidentiality of candidate information.
- Coordinated with cross-functional teams to update database entries and support internal system audits.

### Fortune Cookie Technologies Inc.

Nov 2024

Remote

Product & Data Intern

- Organized and tracked survey and behavioral data from 300+ users across Reddit and chat communities.
- Cleaned and aggregated qualitative and quantitative datasets for adoption and engagement analysis.
- Produced visual reports summarizing usage trends and user sentiment for product team decision support.

### Zuoyebang Educational Technology (Beijing) Co., Ltd.

Dec 2023-Feb 2024

Beijing

Product Manager Intern - Quenstion.AI

- Improved user retention by 20% by analyzing 50K+ interactions using SQL and leading A/B tests; uncovered high error rates in chart recognition and screen-captured photos, leading to feature enhancements, contributing to the app's rise to #1 in the U.S. educational category.
- Informed feature roadmap by organizing 10+ structured trials with international students and synthesizing 1K+ multilingual reviews, uncovering pain points such as essay writing and reliance on translation, which directly guided multiple new feature launches.
- Increased user acquisition by 15% and ad ROI by 12% by collaborating with the ad team to refine campaign targeting and reallocate budgets across YouTube, Instagram, and Facebook.
- Boosted engagement rate from 0.1% to 0.5% within a 3K-member community by using seeding strategies and localized engagement (e.g., student life topics, exam-timed events), revived previously inactive community into daily discussions.

### EasyTransfer Co., Ltd.

Nov 2023–Feb 2024

Remote

Marketing Data Intern

- Published Xiaohongshu posts targeting overseas Chinese students, attracting prospects into WeChat communities and converting 12%+ into verified transfer users (18–25% sustained conversion).
- Consolidated and analyzed campaign engagement data across Xiaohongshu and WeChat platforms.
- Maintained Excel-based KPI dashboards tracking visibility, conversion, and user activity metrics.
- Prepared weekly performance reports for marketing and partnership teams.

## RESEARCH EXPERIENCE

### Attention, Brain and Cognition Lab, HKUST

Oct 2024 – Present

Hybrid

Research Assistant

- Managed participant and experimental datasets using EyeLink and PsychoPy systems; ensured confidentiality and accuracy.
- Cleaned, organized, and analyzed data (ANOVA, regression) for peer-reviewed manuscript preparation.

### China Political Economy Database Project, HKUST

Jan 2022 – Aug 2025

Hybrid

Research Assistant

- Constructed and maintained a 120K+ record database of Chinese SOEs and policies, ensuring ongoing data validation.
- Supported data reporting and generation of research-ready tables and figures for academic publications.

### Chinese Patriotic Sentiment Analysis on Weibo, HKUST

Jan 2023 – May 2023

Hong Kong

Research Assistant

- Annotated and coded 2,000+ Weibo posts related to national topics, converting unstructured text into structured datasets.
- Performed data cleaning, labeling consistency checks, and sentiment categorization to ensure analytical reliability.
- Compiled visual summaries of sentiment distributions and discourse trends using Python and Excel.

## SKILLS

**Data Management:** Excel, Power BI, SPSS, STATA, SQL, R Studio

**Technical Tools:** Microsoft Office Suite, Google Workspace, ATS Systems, Notion

**Programming:** Python, R, C/C++, VBA, Java

**Languages:** English (Fluent), Chinese (Native)