

SKILLS Strength: Acquired Google Analytic Certificate; Solid knowledge on SEM & web analytics; excellent data mining & analytical skills;
 Software: Expertise in **SAS, SPSS, Excel**, CRM software,
 Model: Regression, Conjoint analysis, Factor analysis, Time series, Response function model, Survival Analysis

EDUCATION

2008-present **NORTHWESTERN UNIVERSITY** Evanston, IL
Master of Science in Integrated Marketing Communication, Medill School of Journalism **03/2010**
(Able to start working from 01/2010)

- Concentration Marketing Analytics, with a **GPA 4.0** in Statistics Mktg, Database Mktg & Analysis, Segmentation & Lifetime Value, Quantitative Market Analysis and Mktg Mix Analysis & Planning classes
- Selected as President of Medill Asian Student Association

2004-2008 **PEKING UNIVERSITY** *Bachelor degree in International Politics & Economics* Beijing, China

- Minister of International Communication Department in Student Union of Peking University

EXPERIENCE

2009-Present **TFSOURCE** Chicago, IL
Data Analyst Intern

- Perform as a role of data analyst. Build a predictive model to identify likely purchasers. Using SAS to process around 50,000 customers' data file and optimize predictive model based on demographic info. and purchase history. Find out features on most valuable customers to better target during marketing.

Internet Marketing

- Analyze TFsource website performance from company's non-usage web analytics to full usage of Google Analytic. Add e-commerce tracking code for online transaction revenues. Find out valuable pages based on metrics& indices, and optimized non-valuable pages by analyzing funnel visualization, conversion rate, and closely collaborated with web development team.
- Initiate online advertising campaign for this online transformer retailer company. Researched on potential ad sites using Google Analytics, ads rate, and calculated ROI for each advertising investment. Chose ads sites to optimize Internet marketing budget. Drove 20% sales increase in the first month.
- Set up Google Adwords for TFsource. Research on key words to make alignment between ads and key words.

2009-Present **SYSTEMTEK TECHNOLOGY** Chicago, IL
Search Engine Marketing Intern

- Optimized Google ranking for this web design company; Helping to get higher ranking in Google search based on website design, URL address, linkage and content.
- Initiated social media campaign by researching customer profiles & traffic on top social medias, including Twitter, Facebook, Myspace, Linked-In, Meet-up, Blogs, to optimize marketing budget.
- Use Google Analytics to analyze web performance for company clients. Optimize web page and increased visitors per by 15%.

2007-2008 **CHINA DEVELOPMENT BANK** Beijing, China
Financial Research & Analyst Intern

- Used statistical tools to research bonds in marketplace; composed graphs on correlations between interest rate, maturities and amount of bonds, to determine highest performing bonds to purchase.
- Evaluated company's repayment capability to loans through analyzing financial data; developed and presented weekly reports on preventing active loans from becoming non-performing ones.

2007 **CHINA RADIO INTERNATIONAL BROADCASTING** Beijing, China
Media Research Intern

- Analyzed data on everyday audience engagement for "Global History" program; Created graphs on ratings point within periods and wrote report on customer measurement, to provide accurate customer feedback for program.
- Collected and did cluster analysis on audience feedback to form segmentations; Commanded media measurement tools and knowledge through practice.

COURSE PROJECT

2009 **GENERAL MILLS** Evanston, IL

- Categorized & classified email subject lines and modified content to maximize open & interaction rate through analyzing monthly email data metrics.
- Using marketing mix model to optimize General Mills' online coupon mix and maximize print yields; Analyzed monthly coupon print data and site metrics to tell story.
- Optimized online media channel to increase customer loyalty. Researched on data such as conversion rate to build up effective online approach. Provided compelling content & value through websites & email.