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Experience Highlights

December 2016-Current MeiZhongDeKe Company — Analytics Manager **Beijing, CHINA**

MeiZhongDeKe is a natural resource development company

- Managed analysts and conducted various statistical analyses — Managed an analytics team, created the foundation of a recommendation system, built logistic regression models.

2013-October 2016 DUNNHUMBY INC. — Associate Director Analyst **Sacramento, CA**

Dunnhumby is a marketing solution provider, providing marketing consulting services

- Worked on various marketing analyses — Programmed in SAS and conducted marketing segmentation analyses, coupon allocation analyses, assessed campaign effectiveness; For an example, assisted in establishing the coupon allocation scheme for a weekly marketing promotion program, resulting in over one-million-dollar uplift in the first 4 months after launch.

2008-2013 EPSILON INC. — Analytic Consult **Lafayette, CO**

Epsilon is a marketing solution provider, providing marketing consulting services and data base solutions

- Built marketing predictive models— Programmed in SAS, built Linear and Logistic Regression models to predict customer-purchase likelihood and potential purchase amount. Clients lauded these results. Some client examples are Coach, Wal-Mart.
- Conducted various types of marketing analyses—Conducted consumer behavioral trend analyses, marketing segmentation analyses, marketing test designs, marketing reports using SAS. Clients say, “We’ve learned great actionable insights about our customers through the work you did for us.” Some client examples are DELL, Walgreens.

2007-2008 OFFICEMAX INC. — Lead Research Analyst **Naperville., IL**

OfficeMax is fortune 500 company producing and selling office supplies to businesses and/or consumers

- Conducted various product sales analyses and campaign result analyses — supported senior management decision making, marketing department, and product procurement

1998-2002 HENGLI COMPANY — Event-Planning Manager **Beijing, CHINA**

Hengli Company is a trade show organizer, specializing in hosting Expos for companies that manufacture and/or sell consumer-electronic products

- Managed a team—assisted in designing and organizing large-scale international marketing expos, which averaged 100,000 visitors. One of the expos was the largest specialized expo for E-commerce in Asia.

Education

2005- 2006 NORTHWESTERN UNIVERSITY GPA: 3.67/4.0 **Evanston, IL**

Master of Science in Integrated Marketing Communications, December, 2006

- Acquired broad familiarity with customer-centric, data-driven marketing through coursework in marketing management, statistical analysis, database segmentation, consumer behavior, customer loyalty, etc.

2002- 2004 SOUTHERN METHODIST UNIV. GPA: 3.77/4.0 **Dallas, TX**

Master of Science in Electrical Engineering—Telecommunications, December, 2003

- Acquired knowledge of engineering management and business management
- President of the Chinese Student Union (300+ members). Raised around \$10,000 for a student-organized New Year Event for 2,000 people

1995-1998 TSINGHUA UNIVERSITY GPA:3.80/4.0 **Beijing, CHINA**

Electrical Engineering

- Acquired knowledge of robotics systems and a thorough understanding of automatic control and closed loop control