

Mengxi (Verna) Li

(+1) 857-383-0402 | limengxi2022@hotmail.com | <https://www.linkedin.com/in/limengxi/>
300 Westmoreland Dr, Rochester, NY 14620

EDUCATION

University of Rochester

Rochester, NY

Master of Science in Marketing Analytics (STEM)

07/2023-12/2024

Merit scholarship recipient (\$10,650), 5% of admitted students

Available to work full-time in May 2024

- GPA: 3.8 / 4
- Relevant Coursework: Predictive and Causal Analytics, Data Management, Pricing Analytics, Predictive Analytics with Python
- Clubs: Simon Consulting Club, Simon Data Analytics Club

Northeastern University

Boston, MA

Bachelor of Arts Degree (Major in Communication and Media Studies, Minor in Marketing)

09/2018–12/ 2022

- GPA: 3.5 / 4
- Honors: NU Presidential Global Scholarship (30 out of 2000 international students); Dean's List for 3 consecutive semesters
- Relevant Coursework: Consumer Behavior, Advertising and Brand Promotion, Calculus, Quantitative Marketing

SKILLS

- **Data Analytical Skills:** SQL, Python (NumPy, pandas, scikit-learn), R, SPSS, Tableau, Power BI, Microsoft Excel (Pivot Tables, ANOVA, Chi-Square, Solver), NLP, Jupyter Notebook, Machine Learning Models (ANN, KNN, Decision Tree, Random Forest), Forecasting Models (SARIMAX, FB Prophet)
- **Statistical Analysis:** Regression, Classification, A/B Testing, Inferential Analysis, Predictive Analysis
- **Certification:** Google Analytics Individual Qualification, Advanced Google Analytics
- **Languages:** English (native), Mandarin (native)
- **Editing Software:** Adobe Pr, Adobe Photoshop, Adobe InDesign, Final Cut Pro

PROFESSIONAL EXPERIENCE

The Masen Group, LLC (Optimizing public safety through predictive analytics and staffing solutions)

Syracuse, NY

Data Scientist

05/2024-Present

- Optimized 911 call centers' staff scheduling by analyzing schedules and call volume data using **Python** (scikit-learn, Keras), improved resource allocation, and boosted operational efficiency
- Built and evaluated call-volume forecasting models using machine-learning techniques in Python
- Developed and validated interactive dashboards using **Power BI**, enabling real-time analysis of 911 call centers' performance metrics and providing actionable insights for operational managers
- Led the integration of diverse datasets using Python (pandas, NumPy), enhancing data infrastructure and ensuring seamless data processing

OpenBiome (Healthcare organization supports human microbiome research and biobanking)

Cambridge, MA

Marketing Analyst

01/2023-07/2023

- Identified 500+ opportunities for improvement on the landing page, on-page content and structure by using **Google Analytics, SEMrush, and Google Search Console**, increasing daily visits by 25% in 1 month
- Spearheaded Google Ads campaigns targeting specific research communities, utilizing keyword optimization and ad copy refinement, boosted site visits by 20% in two weeks and increased sales volume of bacterial samples by 10% in 2 months
- Optimized email marketing campaigns by implementing **A/B testing** on subject lines, messaging, and CTAs, leading to a 15% increase in CTRs in 3 months
- Liaised with Clinical Outreach and External Affairs teams to build up new product landing pages, inserts, and promotional materials (WordPress), creating new product marketing model and streamlining customer journey

Kwai (China's leading short video-sharing mobile app)

Beijing, China

Global Operations Analyst Intern

09/2021-01/2022

- Spearheaded a content creator training program, and guided event planning, marketing, and UI design to secure launch, recruited 24 trainees in the 1st round of the program and helped them achieve 20% of follower growth in 1 month
- Responsible for optimizing video content quality in the motorcycle segment by doing quantitative analysis (16-dimension user engagement analysis using **SQL** queries), supporting global strategy head to launch content creator incentive systems
- Provided content-improving guidance to 100+ Indonesian creators by analyzing audience and creators' engagements, driving organic 10% incremental follower growth in the Indonesian market

ByteDance (China's leading tech company, creator of content platforms app)

Beijing, China

E-commerce Operations Analyst Intern

04/2020-08/2020

- Analyzing (**SQL, Hive**) user behaviors, including product list views, store visits, cart additions, and purchase completions. Identified low cart additions and purchase rates as critical issues, implemented stricter product selection processes and 7-day free try with free returns to enhance customer experience, Contributing to a 5% growth in GMV over three months
- Performed in **P&L analysis** for the household appliance category on Toutiao's e-commerce platform, resulting in a 3% increase in sales volume by identifying and addressing gaps in top merchant performance
- Aligned cross-functional teams in **A/B testing** to optimize e-commerce strategies, improved product engagement metrics, adjusted in-video product titles and images based on user feedback, leading to a 4% increase in purchase rates