

# Mengxi (Verna) Li

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300 Westmoreland Dr, Rochester, NY 14620

## EDUCATION

### University of Rochester

*Master of Science in Marketing Analytics (STEM)*

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

Rochester, NY

07/2023-12/2024

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

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

Boston, MA

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