

# Mengxi Li

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300 Westmoreland Dr, Rochester, NY 14620

## EDUCATION

<b>University of Rochester</b> <i>Master of Science in Analytics (STEM)</i> Merit scholarship recipient (5% of admitted students)	<b>Rochester, NY</b> 07/2023-05/2024
<ul style="list-style-type: none"><li>GPA: 3.8 / 4</li><li>Relevant Coursework: Predictive and Causal Analytics, Data Management, Pricing Analytics, Predictive Analytics with Python</li><li>Honors: Dean's List for all semesters</li></ul>	
<b>Northeastern University</b> <i>Bachelor of Arts Degree (Major in Communication and Media Studies, Minor in Marketing)</i>	<b>Boston, MA</b> 09/2018-12/2022
<ul style="list-style-type: none"><li>GPA: 3.5 / 4</li><li>Honors: NU Presidential Global Scholarship (30 out of 2000 international students); Dean's List for 3 consecutive semesters</li><li>Relevant Coursework: Consumer Behavior, Advertising and Brand Promotion, Calculus, Quantitative Marketing</li></ul>	

## SKILLS

- Data Analytical Skills:** SQL, PostgreSQL, DBeaver, Python (NumPy, pandas, scikit-learn), PySpark, R, AWS, Oracle, 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

## PROFESSIONAL EXPERIENCE

<b>The Masen Group, LLC</b> ( <i>Public safety agency provides predictive analytics services and staffing solutions</i> ) <b>Data Scientist Intern</b>	<b>Syracuse, NY</b> 05/2024-Present
<ul style="list-style-type: none"><li>Engineered predictive models for call volume using <b>Python (scikit-learn, Keras, TensorFlow, FB Prophet)</b> to forecast demand and guide shift scheduling, enhancing the ability to dynamically align staffing levels with predicted call traffic</li><li>Tailored call center staffing strategies using descriptive and prescriptive analytics to improve resource allocation and to address operational constraints in understaffed environments</li><li>Built and validated interactive dashboards using <b>Power BI</b>, enabling real-time analysis of call center performance metrics and equipping operational managers with actionable insights to refine response strategies and enhance service delivery</li><li>Led the cleaning, integration and preprocessing of diverse datasets using <b>Python (pandas, NumPy)</b>, fortifying data infrastructure and ensuring robust data processing pipelines</li></ul>	
<b>Intelliimpact LLC</b> ( <i>A boutique management consulting company</i> ) <b>Data Analyst Intern</b>	<b>Rochester, NY</b> 08/2023-04/2024
<ul style="list-style-type: none"><li>Developed email marketing strategies for a nationwide auto sales company that incorporated market trends analysis, customer behavior insights, and client's growth objectives, which led to a 10% boost in sales and conversion rates</li><li>Implemented customer segmentation techniques using <b>SQL</b>, facilitated personalized and targeted marketing campaigns that improved engagement rates by 15% in 2024Q1; presented crucial customer profiles and demographics to client via <b>Tableau</b></li><li>Managed data collection, cleaning, and <b>A/B testing</b> procedures with <b>SQL</b> on marketing strategies to enhance open and retention rates; maintained ongoing quality assurance by monitoring, updating, and refining models for accuracy</li><li>Performed initial competitive market research to establish current benchmarks via competitors' business models and define project scopes; advised on creating refined marketing campaigns through data-driven optimization, audience segmentation, and multi-channel integration</li></ul>	
<b>OpenBiome</b> ( <i>Healthcare organization supporting human microbiome research and biobanking</i> ) <b>Marketing Analyst</b>	<b>Cambridge, MA</b> 01/2023-07/2023
<ul style="list-style-type: none"><li>Optimized email marketing campaigns by implementing <b>A/B testing</b> on subject lines, messaging, and CTAs, leading to a 15% increase in CTRs in 3 months</li><li>Identified 500+ opportunities for improvement on the landing page, on-page content and structure using <b>Google Analytics, SEMrush, and Google Search Console</b>, resulting in a 25% increase in daily visits in 1 month</li><li>Directed data-driven <b>Google Ads</b> campaigns targeting research communities and optimized keyword grouping through statistical analysis, boosting site visits by 20% in 2 weeks and increasing sales volume of bacterial samples by 10% in 2 months</li><li>Collaborated with Clinical Outreach and External Affairs to simplify complex data and presented key site performance metrics, driving the development of a new marketing model and enhancing the customer journey across departments</li></ul>	
<b>Kwai</b> ( <i>China's leading short video-sharing mobile app</i> ) <b>Global Operations Analyst Intern</b>	<b>Beijing, China</b> 09/2021-01/2022
<ul style="list-style-type: none"><li>Developed custom <b>SQL</b> queries to achieve daily data extraction of targeted traffic allocation to high-performing videos and transformed data to report movements of metrics and traffic returns, optimizing content exposure and enhancing organic traffic</li><li>Conducted quantitative analysis (<b>Tableau</b>) on video content quality in the motorcycle segment using a 16-dimension user engagement <b>SQL</b> analysis, supporting the global strategy head in launching content creator incentive systems</li><li>Analyzed audience and creator engagements to provide content-improving guidance to over 100 Indonesian creators, driving a 10% organic increase in follower growth within the Indonesian market</li></ul>	