

Mengxi Li

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300 Westmoreland Dr, Rochester, NY 14620

EDUCATION

University of Rochester

Master of Science in Analytics (STEM)

Merit scholarship recipient (5% of admitted students)

Rochester, NY

07/2023-05/2024

- GPA: 3.8 / 4

- Relevant Coursework: Predictive and Causal Analytics, Data Management, Pricing Analytics, Predictive Analytics with Python
- Honors: Dean's List for all semesters

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, 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

The Masen Group, LLC (Public safety agency provides predictive analytics services and staffing solutions)

Syracuse, NY

Data Scientist Intern

05/2024-Present

- Engineered predictive models for call volume using **Python (scikit-learn, Keras, TensorFlow, FB Prophet)** to forecast demand and guide shift scheduling, enhancing the ability to dynamically align staffing levels with predicted call traffic
- Tailored call center staffing strategies using descriptive and prescriptive analytics to improve resource allocation and to address operational constraints in understaffed environments
- Built and validated interactive dashboards using **Power BI**, enabling real-time analysis of call center performance metrics and equipping operational managers with actionable insights to refine response strategies and enhance service delivery
- Led the cleaning, integration and preprocessing of diverse datasets using **Python (pandas, NumPy)**, fortifying data infrastructure and ensuring robust data processing pipelines

Intelliimpact LLC (A boutique management consulting company)

Rochester, NY

Data Analyst Intern

08/2023-04/2024

- 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
- Implemented customer segmentation techniques using **SQL**, facilitated personalized and targeted marketing campaigns that improved engagement rates by 15% in 2024Q1; presented crucial customer profiles and demographics to client via **Tableau**
- Managed data collection, cleaning, and **A/B testing** procedures with **SQL** on marketing strategies to enhance open and retention rates; maintained ongoing quality assurance by monitoring, updating, and refining models for accuracy
- 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

OpenBiome (Healthcare organization supporting human microbiome research and biobanking)

Cambridge, MA

Marketing Analyst

01/2023-07/2023

- 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
- Identified 500+ opportunities for improvement on the landing page, on-page content and structure using **Google Analytics, SEMrush, and Google Search Console**, resulting in a 25% increase in daily visits in 1 month
- Directed data-driven **Google Ads** 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 2months
- 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

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

Beijing, China

Global Operations Analyst Intern

09/2021-01/2022

- Developed custom **SQL** 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
- Conducted quantitative analysis (**Tableau**) on video content quality in the motorcycle segment using a 16-dimension user engagement **SQL** analysis, supporting the global strategy head in launching content creator incentive systems
- 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