

ZiHui Gan (Grace)

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EDUCATION

Boston University, Boston, MA

January 2021 – December 2022

- Master of Science in Business Analytics
- Double Major: Global Business Marketing

The Chinese University of Hong Kong, China

September 2016 – June 2020

- Bachelor of Business Administration

Work Experience

Island Technology Co. Ltd Marketing Intern

ShenZhen, China
August 2020 – December 2020

- Drove **MySQL** to manage data-driven 90% results in the company dashboard and reported weekly insights to promote the product update.
- Designed marketing research and conducted **SPSS** to create a perceptual map and market positioning among the company and other competitors to analyze the customers' brand awareness.
- Created key marketing campaigns which include contents highlights, communication channels and content recommendations for lifting **2% ADAU**.
- Generated with designing the company dashboard with **3 key metrics** for filtering and exploring users' lifetime values.
- Designed and completed FAQ sections collects feedbacks from more than **10 thousand** users and reduced **manhours by 80%**.

Siemens AG Marketing Intern

BeiJing, China
July 2019 – August 2019

- Conducted a **python web crawling** strategy to explore potential lists **of 10000+ customers** and assisted in completing the reports.
- Designed and led a usability study with more than **100 people** and collected information to help managers make decisions.
- Designed a marketing plan for the next seasonal sales channels strategy which cover more than **20 cities**

Projects

AB-testing | Python, SQL, Independent

August 2021 – September 2021

- Designed proper hypothesis for multiple tests, raised good measurable metrics showing the progress of business goals.
- Automated the **AB testing** data cleaning and statistical calculation using **Python**, saved **50%** of the analysis execution.
- Conducted **multivariable test analysis** on an overlapped test to get deeper analysis with **Bonferroni correction**.

Marketing research | SPSS, Power BI

May 2020 – September 2020

- Generated a brand marketing positioning for a Canadian psychology company
- Designed the whole marketing research plan which include research objectives, secondary and primary research, methodology and assumption.
- Used **Power BI** to formulate the secondary research data and inspect the research budget.
- Practiced consumer-buying-process model to conduct a questionnaire to collect 30+ samples.
- Used **SPSS** to generate factor analysis, ANOVA, and regression analysis to state a new brand positioning.

Skills

Data skills: Power BI, Google Analytics, SPSS, SQL, Python, Microsoft office tools

Marketing skills: SEO, Email marketing, A/B testing, Marketing Research Plan, Project management