Carol Linjie Li

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EDUCATION

Southern Methodist University, Cox School of Business   Dallas, TX
Master of Science in Business Analytics(STEM qualified)   May 2018
GPA: 3.62/4.00
GRE: 322
Coursework: Predictive Analytics, Data Mining, Data Visualization, Business Intelligence, Database design, Forecasting* (*In progress)

Michigan State University   East Lansing, MI
Bachelor of Science in Crop and Soil Sciences   June 2016
Major GPA: 3.94/4.00
Awards: Dean's list, Student Representative

Beijing Forestry University (2+2)   Beijing, China
Bachelor of Science in Turfgrass Management   June 2016
Major GPA: 89/100
Awards: Honor student

TECHNICAL SKILLS

Alteryx • Tableau • SPSS • VBA • Python • R • SQL• Knime• PowerBI • SAS* • Hive* • Spark*   (*In progress)

PROFESSIONAL EXPERIENCE

American Express   Beijing, China
Analytics Assistant, Global Merchant Services   Jun. 2016 – Apr. 2017
- Contacted local merchants and domestic banks to discuss global business services and increase AMEX's service and market share in mainland China
- Recorded merchant establishment data into the AMEX Internet system using Salesforce; Cleaned and maintained individual client orders in the system database
- Analyzed merchant set up using AMEX merchant force system and calculated DBV (domestic business volume) and ROC(Roll of Consumption) using Excel, and developed weekly and monthly reports
- Identified and analyzed top 50 merchant performers using AMEX merchant force system and SPSS
- Constructed a predictive performance model for AMEX merchants without transactions for recent 2 years, based on four categories of data (location, establishment time, latest transaction date, volume)
- Developed merchant and related promotion activity materials for the City Weekend website and developed relevant applications to increase purchases via AMEX; Increased merchants on City Weekend by 27%

Weber Shandwick China   Beijing, China
Intern, Consumer Department   May. 2016 – Jun. 2016
- Developed brand marketing and publicity for cosmetic products for the AmorePacific group, covering the Sulwhasoo, Laneige and Manonde markets
- Planned and organized marketing activities including coverage pitching and shooting arrangement to ensure 60% publicity efficiency
- Analyzed current weeks' online and offline publicity data to improve future outreach efforts

ACADEMIC PROJECT

Pickup Instant Delivery   Dallas, TX
Business Analyst   Aug-Oct.2017
- Communicated with the local startup company Pickup to gather requirements for analyzing driver, customer and location data
- Used Alteryx and advanced Excel tools to clean and combine data
- Analyzed customer behavior by decile analysis and applied Tableau forecasting regression to predict future profit and revenue
- Building queries and dashboards using Tableau to visualize company strategy and make suggestions

Toyota Financial Services Case Competition   Dallas, TX
Business Analyst   Oct.2017
- Utilized SAS to run regression models on 21 general economic indicators to find the association between incentives and market share.
- Analyzed TFS and its competitor incentive spend behavior by building models in Excel and visualization in Tableau
- Forecasted the TFS incentive spend budget plan based on expected inventory delivery and required market segment share

Humana Healthcare Analytics Case Competition   Dallas, TX
Business Analyst   Oct.2017
- Analyzed customer health conditions by dividing 45,000 customers into 5 groups and selecting 24 diabetes-related KPIs out of 106 indicators given based on regression models using SAS and external references
- Forecasted the inpatient admission and readmission rate using selected KPI and developed reports on how to minimize diabetes inpatient cost for this insurance company

Turfgrass Molecular Genetics Lab, <u>SCI Publication</u> #2&3   Beijing, China
Research Assistant   Dec.2015 – Apr.2016
- Conducted molecular genetics experiments including extracting RNA and DNA data. Identified the genetic construction of plants using lab instruments
- Performed comparison of homologous sequences using DNAMAN software(v.8.0), analyzed homologue similarity using BLAST in the NCBI database
- Tested AsACO expression under the stress of hormones and abiotic influence in different concentrations. Recorded and analyzed data in SPSS and Excel, and plotted using Sigmaplot

Prof. Joseph Vargas's Pathology Laboratory   East Lansing, MI
Research Assistant   Aug. 2015 – Nov. 2015
- Coordinated experiments with pathology, lab setting, sample data collection

Turfgrass Physiology Laboratory, Publication #1   Beijing, China
Host   Mar. 2014 – Feb. 2015
- Arranged research process, analyzed with SPSS & Sigmaplot, wrote paperwork, and prepared for publication

PUBLICATIONS

- #1. DOI: 10.13817/j.cnki.cyycp.2017.01.011 <u>LI Linjie</u>, Guo Weier, Chang Zhihui, Drought Resistance Effect of Zeatin on Tall Fescue and Perennial Ryegrass, *Grassland and Turf*, 2017
- #2. DOI:10.4238/gmr15049034 XIAO Guozeng, <u>LI Linjie</u>, TENG Ke, CHAO Yuehui, HAN Liebao, Moleculer Cloning and Expression Analysis of ACC Oxidase Gene (AsACO) Involved in Ethylene Biosynthesis from Agrostis Stolonifera, *Genetic and Molecular Research*, 15 (4)
- #3. DOI:10.11686/cyxb2016107 XIAO Guo Zeng, TENG Ke, <u>LI Linjie</u>, CHAO Yue Hui, HAN Lie Bao, Antioxidant enzyme activity and gene expression in creeping bentgrass under salt stress. *Acta Prataculturae Sinica*, 2016, 25(9)

ACTIVITIES AND LEADERSHIP

- **Deputy Director,** Publicity Department of Beijing Forestry University's Student Union   Oct. 2012 – May, 2014
- **Deputy Director**, English Club of Beijing Forestry University, Beijing, China   Mar. 2013 – Mar. 2014
- **Translator**, 12th International Turfgrass Research Conference, Beijing, China   Jun. – Jul. 2013