JINGJING LIN (She/Her)

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EXPERIENCE

04/2022 – Present	**FREDDIE MAC**	*Financial Services*	McLean, VA

Data Analyst, Financial Engineering (contractor)

- Led a cross-functional project with traders and engineers to automate multi-source report generation, achieving a 70% boost in operational efficiency; delivered the end-to-end solution by developing core scripts for data processing, analysis, and reporting in *Python* and *SQL*, culminating in their integration into the production system.
- Enhanced production-level application efficiency by identifying and visualizing core issues to mitigate error rates and improve operational performance metrics, through the creation of runtime statistics reports in *Python*.
- Reduced functional execution errors by 20% by developing a *Python* tool for data integrity validation, which identifies unqualified inputs across scenarios and provides corrective guidance to financial analysts.
- Managed 50+ daily workflows for a risk-hedging platform, ensuring seamless scheduling and execution of batch jobs for financial forecasting models, and upholding quality of run outcomes by troubleshooting data discrepancies.
- Swiftly facilitated diverse real-time production activities and incidents, bridging the gap between financial analysts and engineers; strategically minimized issue recurrence by creating a troubleshooting guide for sustained resolution.
- Led Agile team as Scrum Master to align with project increments established by senior management; oversaw 58 system configurations for a forecasting app used by 10 teams in 7 environments as Configuration Manager.
- Collaborated with developers and project managers to prioritize feature initiatives based on operational historical data; performed User Acceptance Testing on production-ready solutions to meet established standards.

06/2021 – 04/2022	**WHITAKER BROTHERS BUSINESS MACHINES**	*Business Supplies & Equipment*	Rockville, MD

Marketing Data Analyst

- Led market and pricing analysis in the E-commerce sector with Google Analytics, tracking paid social media ad performance and providing analytical breakdowns of pricing structures and sales funnels for 2000+ products.
- Implemented dynamic tiered pricing strategies on Shopify, yielding a 52% increase in orders, a 49% uplift in revenue, and a 280% rise in session conversion rates.
- Automated competitors' pricing analysis and established a pricing adjustment model to regularly oversee and deliver pricing decisions using *Python*, reducing operation time by 90%.
- Generated periodic, in-depth analysis reports with *Tableau* and *Power BI* to dynamically monitor product sales trends, identifying opportunities for inventory and promotional strategy optimization.

06/2019 – 08/2019	**UNILEVER - DOLLAR SHAVE CLUB**	*Retail & Consumer Goods*	Los Angeles, CA

Marketing Technology Analyst Intern

- Sole analyst responsible for analyzing and optimizing the structure and inter-relationship of over 200 Urchin Tracking Module (UTM) tags distributed across 20+ manual-operated spreadsheets.
- Designed and developed an intuitive Excel-based UTM tag generator with a dashboard interface using macros, pivots and *SQL*, which effectively cut the Marketing team's parameter setting process by 90% and Data System team's implementation efforts by 33%.
- Independently built the macro-based UTM solution in 7 weeks and presented it to about 20 senior staff members; the solution was adopted and integrated into the company's marketing toolkit.
- Composed and pitched a business proposal for entering the military market, including marketing strategies for B2B and B2C models and a detailed product launch roadmap, subsequently adopted by the company.

EDUCATION

2018 – 2020	**GEORGETOWN UNIVERSITY**	Washington D.C.

- Master of Science: Data Science and Analytics

2015 – 2016	**UNIVERSITY OF MANCHESTER**	Manchester, UK

- Master of Science: Management and Information Systems

2011 – 2015	**TIANJIN POLYTECHNIC UNIVERSITY**	Tianjin, China

- Bachelor of Engineering: Software Engineering | - Minor: Finance

SKILLSET

Programming: ***Python, R, SQL***, VBA(Demo), AWS | Visualization: ***Tableau***, ggplot2, Matplotlib, Power BI, Google Analytics

Machine learning: Regression, Clustering, Classification, Neural networks, Natural Language Processing, Dimension Reduction

Statistics: Probability, Distribution, Sampling, Inference, Hypothesis Testing, Bayes Theorem, Correlation