**RESUME**

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Working Status: PR

**EDUCATION**

***Seneca College***

Diploma: Computer Engineering 2 years GPA 3.4/4

***Beijing Institute of Technology***

Bachelor of Engineering: Electronic Engineering 4 years GPA 80%

***University of Toronto***

Certificate: Data Science 1 year GPA 85%

Certificate: Artificial Intelligence On going

***Schulich School of Business*** (Expected graduation date Aug.2021)

Master Degree: [Master of Management in Artificial Intelligence](https://schulich.yorku.ca/programs/mmai/)

**WORK EXPERIENCE**

***Herbalissima International Ltd.***

***2014 August -2015 August* Position: Web Developer/Administrator**

● Develop and design company CMS website with Php&Mysql

● Design company marketing flyers and posters with Adobe Photoshop & Adobe Illustrator.

● Maintain and manage the Web Server(Linux)

● Integrate company website with third-party website with SOAP/REST API.

● Accomplishment:

Working with third party team to develop official website and clients portal to help them sell products and calculate commission.

***UTOI Management Consulting Inc.***

***2015 Sep – 2019 May* Position:Web Developer**

● Develop company website with Php/Mysql/Wordpress

● Develop company CRM with Laravel Framework/Bootstrap/jQuery.

● Maintain and manage the multiple websites on web servers(Google Cloud Platform, AWS, Tencent Cloud ).

● Collect the visit statistics with Google Analytics (Google Tag Manager), and analyze customer behaviors and optimize unique views and page views. Manage Conversion rate optimization (A/B Testing).

● Accomplishment:

Lead team developing 5 websites for company, and build online routine for online marketing.

Integrate popular technologies to company business such as Google Cloud API, Live Chatting Agent, Hubspot and Zapier.

***2019 June – 2020 Sep* Position: Marketing Director**

● Team work with other marketing department members, support consultants needs for marketing materials.

● Analyze marketing strategics from conversion rate of consultants and web(social media) data.

● Lead company websites development and marketing design materials.

● Manage marketing campaigns on Google Ads(Facebook) , develop email campaigns, manage marketing automation flow.

● Accomplishment:

Total web visitors per month: Growing from 200 to 22000 in the period between 2015 and 2019.

Total inbound leads per month: Growing from 60 to 510 in the period between 2016 and 2019.

**TECHNICAL SKILLS AND KNOWLEDGE**

***Data Science / Machine Learning:***

● Python (Data Manipulation with pandas, Time Series, Data Visualization with Matplotlib and Seaborn, Data Importing and Cleaning)

● Using Artificial Intelligence tools mining data and analyzing datasets.

● Build predictive models using machine learning and AI software and evaluate the performance of those models.

● NoSQL technologies and Big Data tools including Hadoop, Spark, Cassandra and Kafka.

● Big Data and Cloud Services (AWS, Microsoft Azure, Google Cloud Platform)

● Certified Analytics Professional (CAP) certification (On Going)

***Web Development:***

● Back-end : Php / Python / Mysql / Wordpress Plugins and themes customization.

● Front-end : Html /Javascript(Jquery) / CSS / Bootstrap.

● Server-Side: Linus Server, Amazon Cloud Services, Google API Integration, Git Hub.

● Graphics: Adobe Photoshop & Adobe Illustrator.

● Analytics: Google Analytic & Google Tag Manager.

● Marketing: Google Adwords, marketing automation.