

GENGMENG YE

Los Angeles, CA 90089 • yengmeng@gmail.com • <https://www.linkedin.com/in/gengmengye>

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

Expected May 2027

Master of Science in Business Analytics STEM

GPA: 3.75/4.00

Beijing Jiaotong University – Beijing, China

June 2025

Bachelor of Economics in Finance

GPA: 3.78/4.00

EXPERIENCE

Wishare Media Group – Los Angeles, CA

Jan 2026 – Present

Data Analyst Intern

- Aggregated and integrated marketing performance and competitor data from Google Ads, Meta Ads, Google Analytics 4, and public web sources to build a unified dataset supporting analysis across 40+ products.
- Conducted full-funnel analysis across the customer acquisition journey using CTR, CPC, CVR, and ROAS metrics to identify conversion bottlenecks, informing a \$32K budget reallocation strategy that improved ROAS by 15%.
- Established an automated Python monitoring pipeline integrating multi-channel marketing APIs to track budget pacing, detect spend deviations above 20%, and prevent approximately \$1,200 in projected monthly overspend.
- Analyzed landing page and pricing performance, collaborating with cross-functional teams to develop data-driven pricing recommendations that contributed to a 5–8% increase in conversion rate.

China Securities – Beijing, China

Jan 2024 – March 2024

Data Analyst Intern

- Developed and evaluated two predictive models in Python using financial and market data, applying feature normalization and statistical validation techniques to improve model stability by 12% over baseline approaches.
- Built an automated Python data pipeline using Tushare API and MySQL to ingest, clean, and transform 50,000+ equity records, reducing manual processing by 20% and accelerating downstream analytical workflows.
- Designed Tableau dashboards to visualize model performance and key investment metrics, enabling cross-functional stakeholders to evaluate model performance and make data-driven portfolio allocation decisions.

China International Capital Corporation – Beijing, China

Jan 2023 – March 2023

Equity Research Intern

- Synthesized renewable energy policy and corporate financial data across 20+ companies to identify industry trends and evaluate investment opportunities through comparative analysis across leading renewable energy companies.
- Built Excel-based financial models to benchmark 15+ distributed and centralized wind projects, establishing a standardized evaluation framework for project feasibility, competitive positioning, and regulatory risk assessment.

PROJECTS

USC Marshall Global AI Case Competition – Los Angeles, CA

Sep 2025 - Oct 2025

- Collaborated within a four-member team to analyze MSBA program workflows using user interviews and time-allocation data, identifying scheduling inefficiencies for an AI-powered scheduling assistant.
- Developed an AI-powered scheduling assistant integrating NLP-based summarization and Google Calendar APIs, delivering an MVP that automated 80% of manual meeting follow-up tasks and improved scheduling efficiency.
- Evaluated MVP performance using usability metrics and user feedback, validating solution effectiveness through predefined success criteria and earning top-decile ratings for usability and technical robustness.

ESG Ratings Diverge – Beijing, China

Sep 2023 – June 2025

- Automated a Python-based web scraping pipeline (Requests, BeautifulSoup, pandas) to extract, clean, and standardize five years of ESG disclosures from the Shenzhen Stock Exchange into a structured dataset of 10,000+ records.
- Built panel and moderation regression models in Python using statsmodels and CSMAR firm-level data, evaluating how ESG rating divergence influenced institutional investment behavior across industries.
- Collaborated within a four-member team to develop interactive Power BI dashboards visualizing ESG trends and key analytical findings, delivering data-driven recommendations to improve ESG disclosure quality and support investment decisions.

SKILLS

- **Programming:** Python (pandas, NumPy, scikit-learn, matplotlib), SQL (PostgreSQL, MySQL, joins, window functions), R
- **Analytics & Modeling:** Regression (Linear, Logistic), Classification, Hypothesis Testing, A/B Testing, Time Series
- **Visualization & Tools:** Tableau, Power BI, GenAI (ChatGPT), Codex, Excel (PivotTables, Power Query, Solver), Figma