

# Zichen (Zoe) Huang

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## SUMMARY

An analytical professional who blends academic training in data analytics with hands-on experience from a top-tier consulting firm and a direct-to-consumer skincare brand. Conversant with eCommerce and digital products. Proven ability in connecting data points to create actionable insights.

## PROFESSIONAL EXPERIENCES

### Evereden

New York City, NY

*Data and Ecomm Senior Manager*

Sep 2021 – Present

- **Interactive Dashboard:** Built an internal interactive dashboard utilizing R flexdashboard to visualize the key retention metrics and to identify customer purchase patterns
- **Business Reporting:** Defined KPIs, tracked eCommerce metrics, and communicated results with actionable insights to stakeholders and upper management to help the team make data-driven strategic and tactical decisions
- **A/B Test:** Conducted continuous A/B testing in emails to identify better send time, email length, and headline structure to different segments to increase open rate and click-through rate

*Data Analytics and Digital Product Manager*

Jan 2021 – Aug 2021

- **Customer Retention:** Increased retention rate by +80% through a robust retention strategy including Email, SMS, referral program, subscription program, and loyalty program.
- **Channel Management:** Grew Amazon sales by over +100% YoY by overseeing the budget, development, and optimization of advertising campaigns on Amazon
- **Data Analytics:** Analyzed customer purchase behavior to calculate repurchase interval by product and used the result to set up automatic replenish reminder email

*Ecommerce & Data Analyst*

Mar 2020 – Dec 2020

- **Business Development:** Improved AOV by +5% by launching new bundles on DTC website for the first time based on Market Basket Analysis results
- **Search Engine Optimization:** Lifted organic impressions by +25% through implementation of successful SEO strategy, keyword research, and technical site optimization
- **Conversion Rate Optimization:** Increased conversion rate by +20% by improving the website design, site structure, and page content

### Taste Labs

New York City, NY

*Data Scientist Intern*

Sep 2019 – Dec 2019

- **Personalized Recommendation:** Built a collaborative filtering recommendation engine to recommend movies and tv shows to users using R
- **Algorithm Improvement:** Improved algorithm efficiency and reduced the runtime by 25%
- **Web scraping:** Crawled movie reviews from public sources using Python and conducted sentiment analysis

### Deloitte Consulting

Beijing, China

*Business Analyst Intern*

Dec 2017 – Aug 2018

- **Relationship Management:** Continuously analyzed the requirements of the information management system for a global automobile manufacturer and led the daily communication between Deloitte and the client team
- **Data and Strategic Analysis:** Proposed a store-location strategy to the client by leveraging disparate data, using ARIMA models and KNN, and visualizing sales forecast by location using Tableau
- **Business Development:** Prepared proposal and required deliverables based on RFP for four bidding projects

## EDUCATION

### Columbia University

New York City, NY

*MS in Applied Analytics (4.15/4.30)*

Sep 2018 – Dec 2019

- Selected awards: 1st Place and InterSystems Challenge award in 2019 MIT Healthcare Hackathon
- Relevant coursework: Applied Data Science (A+), Managing Data (A+), Natural Language Processing (A)

### Beijing Normal University

Beijing, China

*BS in Accounting (3.96/4.00)*

Sep 2014 – Jun 2018

- Selected awards: National Scholarship (Top 1%), First Prize Scholarship, Merit Student, Outstanding Graduate, Meritorious Winner in 2018 Interdisciplinary Contest in Modeling
- Relevant coursework: Probability Theory and Mathematical Statistics (100), Advanced Mathematics (99)

## SKILLS

**Data Analytics and Visualization:** R, SQL, Python, Excel, Tableau

**Platforms:** Shopify Plus, Klaviyo, Yotpo, Amazon Seller Central, Google Analytics, Google AdWords, Google Search Console, Google Data Studio, Facebook Ads, Criteo, SEMRush, Friendbuy, Hotjar