

# Furong SHEN

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## EDUCATION

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**University of California, Los Angeles, Anderson School of Management**  
*Master of Science, Business Analytics*

Los Angeles, CA  
Expected Dec. 2018

**Nanjing University**

*Master of Business Administration* (Specialization in Marketing Analytics and Consumer behavior)

Nanjing, China  
Sept. 2012 - Jun. 2015

**Nanjing University**

*Bachelor of Arts, Marketing*

Nanjing, China  
Sept. 2008 - Jun. 2012

- Honors: 2008, 2009 & 2010 People's Scholarships for excellence (Granted to top 10% students)
- Member of Badminton Team at School of Business

## SKILLS

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**Technical:** SQL, R (dplyr, ggplot2), Python (NumPy, Pandas, sklearn, Matplotlib), Tableau, SPSS

**Analytics:** Linear Regression, Classification, Clustering, A/B tests

**Language:** Bilingual Proficiency in Mandarin Chinese and English

**Additional:** Advanced PowerPoint skills (designed slides for top managements for numerous public speeches)

## WORK EXPERIENCE

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**L'OREAL**

*Marketing and Communication Specialist*

Shanghai, China  
Jul. 2016 - Oct. 2017

- Performed social media monitoring and sentiment analysis for corporate level crisis management. Prepared positioning paper and Q&A for crisis situations based on fast fact establishment and public sentiment analysis, enabling rapid and effective response to crisis issues.
- Collected and synthesized data of historical crisis issues from media monitoring database for predictive modeling, and made suggestion on media relation strategy, report was presented in global crisis management meeting.
- Led a team of 4, launched Inclusive Beauty Project with JD.com (China's #1 online retailer), coordinated endorsement of five celebrities within tight timelines. Project was announced jointly by Global CEOs of both companies. TOP 5 HOT TOPIC on Weibo (China's version of Twitter).
- Launched L'Oréal China's 20th Anniversary campaign by collaborating cross-functionally with 23 brands. Project won CIRPA SILVER AWARD of 2017.
- Initiated company's first online crowdfunded charity campaign partnering with Tencent.com, collecting \$3.5K on day one.

**L'OREAL**

*Management Trainee*

Shanghai, China  
Jul. 2015 - Jun. 2016

- Cleaned, visualized and analyzed historical data of annual sales campaign. Recommended new product portfolio by analyzing consumption patterns and customer segmentation, yielding 22% sales increase.
- Developed and executed digital marketing campaigns targeting young audiences by analyzing their media channel behavior and content preference, improving social media conversion rate by 1000%.
- Coordinated with IT department, redesigned traditional internal communication system using A/B test to optimize user experience and employee engagement, increasing click rate by 26%.

## INDEPENDENT PROJECT

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**Lending Club Loan Risk Prediction with R**

Feb 2018

- Conducted exploratory analysis about loan default with Lending Club dataset from Kaggle with dplyr, ggplot2.
- Build logit regression and random forest models in R using e1071, caret, rpart, glmnet, pROC packages to predict borrower's default behavior and compared models with confusion matrix and ROC curve.
- Identified key features in loan default prediction and proposed loan product ideas with model results.

**Zillow's Home Value Prediction with Python**

Mar 2018

- Explored feature patterns and their potential influence on home value with Python pandas, numpy and matplotlib libraries.
- Build neural network model to assess the performance of the Zillow housing estimate model with Python Keras library.

**Market Research Project for China Auto Show**

Fall 2011

- Collected, analyzed data from 1<sup>st</sup> hand survey data on China Auto Show.
- Identified key factors in vehicle choice and key media channels for different customer segments by using clustering analysis.