

# Sean Zhong

## EDUCATION

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### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

#### *M.S. in Business Analytics (MSBA)*

Expected Dec 2018

- Key coursework: Prescriptive Models, Data Management, Competitive Analytics, Optimization

### UNIVERSITY OF CALIFORNIA SAN DIEGO

La Jolla, CA

#### *B.S. in Mathematics/Computer Science, Minor in Economics*

June 2017

## TECHNICAL AND LANGUAGE SKILLS

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**Programming:** R, SQL, Python, VBA, Java, Javascript, C, MATLAB, NodeJS, ReactJS

**Database Management:** MySQL, NoSQL, MongoDB, Redshift

**Data Visualization:** Qlik, Tableau, Microsoft Power Bi

## EXPERIENCE

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### **Project : Prescriptive Models**

Los Angeles, CA

*UCLA Anderson*

Feb 2018

- Cleaned large amount of Budweiser's sales & market data; analyzed the causal effect of Budweiser's Super bowl ad on the brand's post-Super bowl sales by running regression analysis on revenue data versus the percentage of viewership across designated market areas; eliminated bias by controlling various fixed effects (year, DMA, etc) to get the most accurate result, indicating a ROI of 55% during the 8 weeks following Super bowl.
- Applied Difference-in-Difference model to analyze the effect of a clinical trial on the survival rate of patients; used both greedy matching and optimal matching algorithms to pair treatment group with control group for the purpose of validating the parallel trend assumption, indicating a 10% increase in survival rate as a result of the trial.

### **Credit Spectrum/R&R Consulting**

New York City, NY

*Technical Consultant*

Aug 2017 – Present

- Advised senior leadership on company's enterprise solution system in regards to browser incompatibility issues; used Javascript and Java Web Start to assess the feasibility of all potential solutions, directly increasing value of solution system after recommendations were applied into practice.
- Advised and assisted development team to set up AWS CodeCommit, a secure cloud development environment, improving team's development efficiency and daily workflow by 40%.

### **Credit Spectrum/R&R Consulting**

New York City, NY

*Asset-Backed Security Analyst*

June 2017 – Aug 2017

- Constructed discounted cash flow model of amortized pool for asset-backed securities and utilized VBA to implement Monte Carlo Simulation to rate credit score of each securitization, implementing 15,000 columns of data for each case and improving accuracy of credit scores produced by 70%.
- Invented way to automatically extract and clean data from Morgan Stanley CMBS deal sheets using R, shortening process by 50% and implementing as regular routine for company.
- Developed credit rating evaluation template for ABS bonds, streamlining rating process under variety of scenarios and opening up potential revenue-gaining opportunity for company.

### **Locarise**

Tokyo, Japan

*Software Development Intern*

Aug 2015 – Sept 2015

- Designed mobile user interfaces using React.js for users to input their phone information; tested functionality of user interfaces to insure accuracy of data getting recorded into company database.
- Automated collecting and creating list of all cell phone data available in the market by writing scripts in Node.js, cleaning and wrangling collected data using R to focus on columns that are relevant with project analysis, increasing efficiency of data collecting process by 80%.

### **Unlaced Sneakers**

San Diego, CA

*Entrepreneur*

Feb 2015 – Present

- Created an online mass-purchasing process for limited edition sneaker launches including bot configuration, remote server and proxy setup, increasing the amount of limited edition sneakers purchased by 600%.
- Constructed optimization models for different sneakers by analyzing data on price trends and sale numbers, combined with time-sensitive factors (i.e., tax season) to estimate optimal sale bundle, thus increasing profits to \$30K per year.