

Xinying(Alicia) Gao

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EDUCATION

IE University

Master of International Development

Madrid, Spain
September 2023 - June 2024

Simon Business School, University of Rochester

Master of Science in Marketing Analytics (STEM Certified Program)

Rochester, U.S.
June 2021 - July 2022

University of Macau

Bachelor of Arts in Portuguese Studies

Macau, China
August 2015 - July 2020

PROFESSIONAL EXPERIENCE

Office of Legal Affairs, United Nations

Intern, Information Management

New York, United States
January 2022 - July 2022

- Participated in the information management team with the processing of treaty registration files for their subsequent transfer offsite to the UN Archives. Involved in reviewing the content of these legal documents to determine their nature, accurately record their key attributes, and follow the established procedure for entry into an archival database.
- Engaged with the IT team to execute web crawler for 600+ treaties using Python, to generate and analyze the information of participant countries, signature date and accession date of each treaty to build a dashboard.

Beijing Didi Infinity Technology and Development Co., Ltd.

Intern, Operation Analyst

Beijing, China
March 2021 - July 2021

- Conducted industry research for cross-border e-commerce between China and South America, extracted and summarized information in Chinese, English, Spanish and Portuguese from industry report, financial report and App statistics to assist with insight supports on weekly presentation for manager.
- Conducted market research on hitch market before the opening in Santiago, Chile, including basic data, travel environment and external environment analysis, compared public and private transportation information for supporting leaders in decision-making goals. Facilitated the communication and liaison process with overseas team.

PWC Consultants

Intern, Tax Services Department

Xi'an, Shaanxi
July 2018 - August 2018

- Analyzed and conducted vast data in a land banking cost project, sorted and analyzed manual accounting documents, designing different recommended models for clients to clarify vague transactions.
- Referred to the according tax laws and regulations about cases in the enterprises, creating tactical plans to direct completion of 2 integrated tax solutions to clients.

BDA China Consulting Ltd.

Part-time Assistant

Beijing, China
September 2020 – October 2020

- Analyzed market secondary research for the streaming media industry in Brazil by creating spreadsheet with 17 local platforms which include price, supporting devices, offers and original series for each one, facilitating further research and analysis.
- Improved and translated questionnaire in Portuguese for gathering meaningful feedback from participants, increasing response rate by 20%.

PROJECT

Citi Bank Credit Risk Decision Support

Course Practicum

August 2021 - December 2021

- Conducted discrete choice model analysis using R from 260k+ rebate records to generate optimized amount of rebate size and rebate time limit in different tire brands to maximize the profit for Citi bank; Visualized different customer groups with Tableau; Recommended customized strategies for different groups.

Market Research in Social Media — Twitter texts analysis

Course Project

September 2021 - December 2021

- Analyzed and visualized 900k+ tweets using Python during Covid-19 period; Implemented sentiment analysis, topic modeling and word2vec to generate a business plan; Delivered a business pitch proposal for a mental health service platform from analyzing results and industry research.

ADDITIONAL INFORMATION

- **Analytics and Statistical Packages:** Python, SQL, R, Spark, Google Analytics, Hadoop, Tableau
- **Languages:** Chinese (native), English (fluent), Portuguese (proficient), Spanish (intermediate)