

# Ruyi Qu

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## SKILLS

<b>Programming</b>	SQL, Python, R, PySpark, Java, C/C++, Scala, MATLAB, SAS
<b>Analytics</b>	Excel, Tableau, Azure, Google Analytics, MongoDB, Power BI, Looker Studio
<b>Big Data</b>	AWS, Hadoop, Spark, DBT
<b>Modelling</b>	Machine Learning, Deep Learning
<b>Version Control</b>	GitHub, Git
<b>Digital Advertising Platforms</b>	Google Ads, TikTok Ads, Pinterest Ads, Meta Ads (Facebook and Instagram), DV360, The Trade Desk (TTD), Snapchat Ads, Amazon Advertising

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## EDUCATION

### Master of Science in Computer Science, Georgia Institute of Technology

*Remote*

- Specialization: Machine Learning

*Sep 2023 – Present*

### Bachelor of Science, University of Toronto

*Toronto, Canada*

- Double major: Mathematics & Cognitive Science
- Research specializations: Machine learning, Deep learning

*Sep 2018 – Sep 2022*

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## WORK EXPERIENCE

### Hotspex Media Inc.

*Toronto, ON*

Marketing Data Analyst

*Nov 2022 – Present*

- Acted as a **data analytics lead** for an ad pod, managing **end-to-end analytics** for a dedicated client base.
- Implemented advertising pixels via **Google Tag Manager**, utilizing JavaScript expertise for precise data collection.
- Oversaw **ETL workflows**, ensuring data integrity and quality, resulting in a 30% reduction in data discrepancies.
- Orchestrated data integration into **BI platforms**, creating engaging visualizations to guide decision-making.
- Innovated by devising **custom metrics** within the BI Platform, adding unique insights to enhance data-driven decision-making
- Spearheaded **quarterly business reviews (QBRs)** and detailed **marketing analysis** for major clients, influencing key strategic decisions.
- Developed and executed **SQL queries**, contributing to a 20% increase in campaign efficiency through precise data analysis.
- Improved **operational processes and efficiency**, leading to a 15% increase in team productivity and client satisfaction.
- Collaborated closely with campaign management and client service teams, providing timely assistance for **ad hoc requests** and bolstering seamless operations.
- **Trained** a full-time data analyst and a tag implementation intern, sharing expertise and fostering professional development within the team.

### RallyCry Ventures

*Boston, MA*

Venture Capital Data Analyst

*Mar 2021 – July 2021*

- **Conducted advanced data analytics and quantitative analysis on investment portfolio**, proving insightful suggestions to help investors make wise and successful decisions
- Dealt with datasets with **more than three million rows**, and used **SQL** to manage datasets and **Tableau** to create interactive dashboards
- Built a start-up success prediction model using machine learning algorithms (Random Forest, LGBM, XGBoost, etc.), **achieving 70% accuracy** rate to effectively support crucial investment decisions **and increase ROI by 20%**
- **Managed a data automation project**, changed monthly from manual Excel loading to SQL auto-refresh on Tableau, **significantly improving data reporting and visualization efficiency by 40%**

## For A Safer Space

Toronto, ON

Product Analyst

Sep 2020 – May 2021

- **Responsible for developing marketing strategies at marketing analytics team**, providing data insights and evidence-based suggestions to increase sales and maximize revenue
- **Led product engagement campaigns to increase brand awareness and promote new products**, using data as evidence to support decisions and successfully increase product sales by 18%
- **Used Excel, Google analytics and Tableau to monitor website KPIs (visitor number, average session duration, conversion rate, etc.)**, recommending personalized products for customers based on their preferences and needs

## Huawei Canada

Toronto, ON

Data Analyst

May 2020 – Dec 2020

- **Collaborated with HR talent acquisition team to conduct data analysis, visualization, and reporting**
- Built logistic regression model to analyze significant factors which influence employee turnover, providing actionable suggestions to reduce employee churn
- Created interactive dashboards using **SQL and Tableau**, demonstrating monthly data insights and descriptive statistics
- **Automated the process of extracting and cleaning external talent acquisition data**, improving hiring efficiency by 4% and effectively improving the quality of hire
- Utilized **Python API** to request and analyze data, **automating dashboard generation and supporting stakeholders to make right and wise decisions**