

Zeja (Harry) Chen

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Education

Emory University

Atlanta, GA

Bachelor of Science, Quantitative Science

May, 2022

Double major in Film and Media Study

Cumulative GPA: 3.89/4.0 Honors: Phi Eta Sigma, National Honor Society; Dean's List, Spring 2022

Relevant coursework: Statistical Learning, Natural Language Processing, Econometrics, Data Structure & Algorithm

Work Experience

Humana Inc. | *Corporate Strategy Analyst* | Louisville, KY

July 2022 – Present

- Delivered a PowerBI dashboard that provides leaderships with market level insights into Humana's clinical asset integration and care ecosystem utilization, achieving a rank in the top 1% of the most viewed enterprise dashboards
- Performed thorough research and analysis of the latest COVID-related issues and contingent healthcare policies; developed informative slide deck monthly to assist the finance team with pricing decision and cost trend projections
- Carried out a TAM analysis focused on the unengaged plan member population to identify potential growth avenues for the company's own provider assets
- Participated in crafting a year-long training curriculum and held quarterly sessions on artificial intelligence to equip colleagues with the relevant knowledge and promote the adoption of this innovative technology

Rise Interactive Inc. | *Internet Marketing Intern, Media Operation* | Chicago, IL

May 2021 – September 2021

- Leveraged digital marketing analytics to facilitate digital transformation for clients, unlocking additional online traffic and profit pool for their core product offerings
- Implemented high quality tagging system on clients' sites via Google Tag Manager, resulting in an 12% increase in site traffic and 5% boost in conversion rate
- Automated the extraction of 800+ performance metrics from client data streams using Excel, and presented leaders with pain points that can be optimized to reduce marketing budget through empirical data analysis

Project Experience

Customer Lifetime Value

September 2021 – October 2021

- Cleaned and manipulate 50 million customer transaction data; transformed the raw data into pre-analysis data frame
- Built logistic regression models utilizing pseudo churn analysis theories to predict customers' future lifespan and lifetime value based on the past shopping behaviors
- Conducted customer segmentation analysis and developed suggestions for our client on retaining the low lifetime value customer by developing marketing strategies to turn them into high-value customers

Leadership Experience

Emory China Care | *Marketing Lead* | Atlanta, GA

April 2021 – June 2020

- Led a team of six members to promote and document a public club event through photography and videography, in order to raise awareness and funds for orphans in the local community
- Self-designed club's logo and T-shirts, and managed fundraising events to collect \$2000+ in donation for local shelters

Divine Mercy Inc. | *Co-founder* | Foshan, China

August 2015 – June 2019

- Co-founded an accessible streetwear brand, selling eco-friendly garments to promote western street culture
- Developed e-commerce marketing strategy based on evolving customer's needs and behaviors on online platforms, achieving over 10% increase in site traffic and 60% sales growth

Technical skills

Programming & Business Intelligence: R, Python, SQL, Java, PowerBI

Design and Productivity Tools: Microsoft Office, ThinkCell, JIRA, Notion

Related Exams Passed: CFA Level I - May, 2023, SOA Exam P – January, 2021