

Yihan (Ashley) Fang

U.S. Permanent Resident | Los Angeles, CA

847-525-7358 | yihan.fang.2023@anderson.ucla.edu

[linkedin.com/in/ashleyyihanfang](https://www.linkedin.com/in/ashleyyihanfang) | github.com/ashleyyihanfang | open.spotify.com/artist/0soNvRS0JlYGxo06ObSGiw

Education

UCLA, ANDERSON SCHOOL OF MANAGEMENT, Los Angeles, CA Dec 2023 (anticipated)
Master of Science in Business Analytics (MSBA)

- **Coursework:** Data Management, Machine-Learning for Decision-Making, Customer Analytics, Optimization

NORTHWESTERN UNIVERSITY, Evanston, IL Sept 2018- Jun 2022
Bachelor of Arts in Statistics & Psychology; GPA: 3.99/4.00

- **Honors:** *summa cum laude*, Phi Beta Kappa

Technical Skills

- **Programming:** SQL, Python, R
- **Software:** Microsoft Excel, Tableau, GitHub, Google Collaborative Apps, Google Analytics, Adobe Analytics, SPSS
- **Languages:** English (fluent), Mandarin Chinese (fluent), Korean (intermediate)

Data Science Projects

Content Recommendation System- Amazon x UCLA Hackathon Finalist

- Designed machine-learning algorithm to recommend products using NLP, cosine similarity, and categorical filters
- Processed and filtered data set with 20K+ Amazon products; simulated additional attributes based on existing data
- Coded and tested content-based model on products using Python and R; created visualizations of output and workflow
- Presented business insight to judge panel as the main speaker and was selected as one of 4 finalists out of 22 teams

Audio Features of Music with R and Spotify API (Northwestern)

- Extracted track information of 200K songs from Spotify; mined corresponding lyrics from Genius and conducted NLP
- Performed exploratory data analysis and visualization of 12 music genres based on lyrics and audio features; results could be used for personalized recommendation for listeners or to create genre-based playlists
- Conducted categorical and regression modeling to predict the genre and population of songs based on audio features

Data Labeling Quality and Machine Learning Performance (TikTok)

- Initiated and planned two experiments on the relationship between labeling quality and model performance at TikTok
- Devised statistical methodology with hypothesis testing on a factorial design; sampled TikTok videos and trained computer vision models using Python in collaboration with Research & Development team
- Authored research report and presented findings to senior leadership, improving quality assurance efficiency by 25%

Professional Experience

TIKTOK

Beijing, China

Data Product Intern

Jun 2021- Sept 2021

- Wrote queries to extract 100K+ videos from large data sets and set up labeling queues for 20+ machine learning projects
- Managed and communicated with global, cross-functional teams; built dashboards using analytical tool to track the daily labeling progress and key performance metrics of TikTok Ads' new Brand Safety product in 23 countries
- Perfected data labeling SOP for Shopify NLP projects, led training sessions, improving labeling accuracy by 50%
- Designed, executed, and presented two quantitative experiments on labeling accuracy and model performance

THE LORAN GROUP

Chicago, IL

Marketing Research Intern

Jan 2021- Mar 2021

- Conducted branding, competitor, and customer segmentation research for 6 clients to provide data-driven insights
- Planned, transcribed, and coded online interviews; identified themes and extracted quotes to showcase customer voice
- Created 3 presentations and research reports for a non-technical audience using concise data visualizations

DE KABEZA

Remote

Digital Marketing Intern

Jun 2020- Sept 2020

- Examined search engine optimization strategy and keywords to help develop newly-launched website
- Compiled contact list with more than 2K leads using Excel and CRM platforms, operated weekly email campaigns, reached out to business partners, and edited 3 business proposals, gaining more than 10 new clients
- Managed social media accounts; curated graphics and informational content, doubling number of engagements

Independent Musician

Sept 2016- Present

- Write, produce, record, and mix soft-pop tracks; Released 1 album and 6 EPs, gaining more than 200k streams