

Jiayi Wang

DATA & COMMUNICATION

CONTACT

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TECHNICAL SKILLS

Python R SQL

Google Analytics

Excel SPSS Power BI

LANGUAGES

Mandarin Native

English Fluent

EDUCATION

University of Amsterdam
Research Master of Communication Science · GPA 7.73/10
Jan 2024 – Jan 2026

- **Quantitative & qualitative methods**
- Applied ML in Python; extracted API data + **topic modelling**
- **Explainable AI**: Decision tree models & inferential statistics

University of Amsterdam
Short-track Bachelor of Communication Science · GPA 8.37/10
Sep 2022 – Jan 2024

Amsterdam School of Communication Research
Research Assistant
Oct 2024 – Feb 2025

Donghua University, Shanghai
Bachelor of Journalism · GPA 8.36/10
Sep 2018 – Jun 2022

PROFILE

As a millennial, I am **creative and tech-savvy**: I think of **creative solutions** for problems; I like to **make structures** and make sense of complex evidence and data; I have an **empathetic mindset** that can really understand the customers' point of view.

INTERNSHIP

RELX Group, Elsevier B.V.

Apr 2025 – Jan 2026

Digital Marketing Intern · Amsterdam, NL

- **Optimize conversion**: Executed **A/B tests** across *LinkedIn, Instagram, and Bluesky*; applied learnings to grow total audience by +5,000 followers, and produced a LinkedIn post achieving 1,200+ likes and 10,000+ impressions
- **Customer service**: Supported early-career researchers, book authors and professors by trouble-shooting and resolving inquiries of RELX products
- **Content management**: Developed and sent monthly newsletters to 3,000+ subscribers; monitored **open rates and CTR** to continuously improve performance
- **Data visualization**: Tracked and reported key engagement and conversion metrics in **R**; presented monthly performance reports with actionable recommendations to internal stakeholders
- **Organization skills**: Coordinated internal and external partners to deliver webinars reaching 1,000+ participants per session, managing scheduling, promotion, and follow-up across stakeholders

Shanghai Shengyu Technology & Trade Co. Ltd.

Feb 2022 – Jul 2022

Customer Analyst Intern · Shanghai, CN

- **Analyzed customer behavioral and transactional data**: Using Excel to surface patterns and present visual insights to the team
- Planned and executed **TikTok paid media campaigns** including International Women's Day, achieving ROI of 23.0%
- **Collaborated with 12+ influencers**: Developed targeted communication strategies, coordinating across external stakeholders
- **Supported data-driven decisions**: Tracking campaign performance and consumer response data

Edelman Public Relations Worldwide (China)

Sep 2021 – Feb 2022

Corporate Consultant Intern · Shanghai, CN

- **Internal PR**: Conducted field research and surveys; synthesised findings into structured reports for stakeholders
- **UI designing**: Managed **website and digital content assets** for corporate webpages and internal newsletters, ensuring consistency across touchpoints
- **Copy writing**: Networked at *China International Import Expo 2021* and drafted a published article in the *Global Times*

PROJECTS

- **My master thesis**: Examined how **personalized advertising** from different types of organizations and platforms influences perceived surveillance and customer responses toward the organizations, using a **2x2 between-subjects experiment design**, and analyzed the data of 300 participants using **R and SPSS**
- **Machine learning**: Used Python to train **classification and regression models** for research on YouTube marketing videos for NGOs, and applied a **decision tree model** to visualize and interpret customers' behavior with **inferential statistics**
- **Marketing campaign**: Developed a successful campaign for *ASICS* and presented in front of *Publicis, GroupM and PHD Media*