

Jiarong Ying

857-348-9922 | yingjiarong@gmail.com | ying.com | [LinkedIn](#)

EDUCATION

Columbia University

Master of Science in Applied Analytics

New York, NY

Expected May 2026

Boston University, Questrom School of Business

Bachelor of Science in Business Administration

Boston, MA

January 2021 - May 2024

- **Major:** Business Administration and Management, Concentration in Marketing
- **Honors:** Dean's List for Fall 2022, Fall 2023

PROFESSIONAL EXPERIENCE

Hasmo Consulting

Digital Marketing & Data Analytics Intern

New York, NY (Remote)

April 2024 - May 2024

- Analyzed traffic and engagement metrics using GA4 across 3 digital campaigns, identifying key drop-off points and contributing to a 10% increase in click-through rates
- Produced detailed acquisition and audience segmentation reports covering 5000+ users to inform targeted outreach and optimize content strategy for improved retention

StillLife Art (Events Services)

Assistant Project Manager

New York, NY

February 2023 - December 2023

- Coordinated communication with 70+ influencers and invited local designers to exhibit their work at curated art and fashion events
- Supported the production of high-traffic art fair campaigns, drawing over 8,000 attendees
- Oversaw on-site logistics and inventory, ensuring smooth execution of exhibitions and brand showcases

CyPRESS (Fashion PR Agency)

PR Intern

Shanghai, China

June 2022 - September 2022

- Coordinated PR strategy and creative direction for a sustainability-themed fashion event featuring BAZAAR, VOGUE, and Wallpaper Magazine, managing outreach to 400+ influencers and press, contributing to a total attendance of 5,000+ visitors and garnering over 200K online viewership
- Co-produced and assisted a launch event for a local designer label, managing guest experience for 100+ high-profile guests, including celebrities and media figures

BrandStar (DTC Consulting Agency)

Data Analyst & Content Editor

Shanghai, China

July 2020 - January 2021

- Campaigned and executed interviews featuring DTC brand representatives, producing editorial content that reached over 100K online views
- Synthesized industry research into weekly trend reports for client strategy decks

PROJECT EXPERIENCE

JetBlue Strategic Consulting Project | Team Leader

September 2023 - December 2023

- Led a full Five Forces analysis to evaluate JetBlue's competitive positioning and market dynamics within the industry
- Crafted strategic recommendations to support JetBlue's market growth, emphasizing cost leadership and regional expansion based on financial and operational performance analysis

PAX Product Launch Strategy | Team Leader

January 2023 - May 2023

- Developed an integrated marketing plan including social media activations, influencer campaigns, and guerrilla marketing tactics
- Conducted financial viability assessments through quantitative risk analysis and simulations, demonstrating strong potential for financial returns and effective risk mitigation strategies

SKILLS

- **Language:** English (fluent), Mandarin (fluent), Japanese (beginner), French (beginner)
- **Technical:** Microsoft Office Suite, Premiere Pro, Photoshop, Canvas, Tableau, R, GA4