

# Gong (Johnny) Chen

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## EDUCATION

### Washington University in St. Louis – St. Louis, MO

Major: Master of Science in Business Analytics | GPA: 3.56

Expected 12/2026

Relevant Coursework: Artificial Intelligence, Machine Learning, Data Analytics in Python, Data Visualization, Prescriptive Analytics

### Nantong Institute of Technology – Nantong, Jiangsu, China

Major: Bachelor of Science in Financial Engineering

06/2025

Award: National Second Prize, Student Entrepreneurship Simulation Competition (2024); National Gold Prize, Securities Investment Competition (2023)

## EXPERIENCE

### Wefluens – LA-based influencer marketing agency (Remote)

06/2026 - 10/2026

Data & Growth Analyst Intern | Reporting directly to the CMO

- **Campaign Funnel Analysis:** Analyzed a 3,987-creator acquisition funnel through 600+ replies (15% reply rate vs. a 1-3% cold-outreach benchmark) to 43 qualified partnership opportunities; segmented performance by channel, creator profile, and send timing, found a 5x reply-rate gap across 12 outreach channels, and shifted volume to the top performers.
- **Executive KPI Reporting:** Built the leadership dashboard (Python, Streamlit, Gmail API) covering daily volume, deliverability (89.7%), reply rate, follow-up coverage, and pipeline stage mix; used daily by the CMO and a 3-person growth team as the single view of acquisition performance, replacing manual spreadsheet reporting.
- **Partner Scoring Model:** Designed a 10-factor model (5 opportunity, 5 risk) ranking brand and creator partnerships on commercial fit, revenue potential, and downside risk, turning a subjective go/no-go call into a consistent, comparable score and flagging high-risk targets before resources were committed.
- **Cost & Capacity:** Replaced paid vendors (Modash contact data at \$199-499/month, or \$2.4K-6.0K annually; Instantly templated sending at ~200 emails/day) with an in-house pipeline delivering 601 verified contacts and individually personalized outreach at up to 589 emails/day, removing the subscription cost while tripling daily capacity.

### Huatai Futures – Nantong, Jiangsu, China

04/2024 - 05/2024

Sales Intern – Data & Client Analytics Support

- **Client Analytics:** Supported acquisition and retention for 15 high-net-worth clients by organizing client data and tracking engagement activity ahead of relationship meetings.
- **Market Analysis:** Produced weekly macroeconomic summaries, translating futures market movements and policy signals into client-ready insights supporting trading and hedging decisions.
- **Decision Support:** Built client-specific hedging recommendations by analyzing production cycles, sales flows, and risk exposure, aligning strategies with each client's underlying business operations.

## PROJECTS

### Internal Analytics & Automation Tools – Wefluens

07/2026 - 10/2026

- Shipped four internal tools: a client proposal generator that filters the creator database through 11 screening rules and an 11-factor score to produce a bilingual pitch deck, an 82-tag creator taxonomy for brand-fit matching and rate benchmarking, a careers site with an applicant pipeline and AI resume screening, and a member iOS app.

### Instacart Shopper Hiring – A/B Test Analysis (Course Project)

11/2025

- Tested whether starting background checks earlier improved downstream conversion, defining CVR and CPA as success metrics and validating treatment impact with Z-score hypothesis testing across funnel stages.
- Compared conversion efficiency and acquisition cost across social media, referral, and job-search channels, recommending a budget reallocation toward the lowest-CPA channels.

### Credit Card Transaction Anomaly Analysis (Course Project)

10/2025

- Analyzed large-scale transaction data to surface spending patterns and early anomaly signals, engineering 15+ behavioral features to separate abnormal activity without labeled outcomes.
- Validated feature effectiveness through distribution analysis and Tableau dashboards, prioritizing interpretability so business reviewers could act on flagged accounts.

## SKILLS

- **Technical:** SQL (joins, window functions, subqueries), Python (pandas, numpy, Streamlit), R (dplyr, ggplot2), Advanced Excel (PivotTables, modeling), Google Analytics, Gmail/Workspace API
- **Analytics & BI:** Tableau, KPI design & dashboarding, A/B testing & hypothesis testing, funnel & conversion analysis, customer segmentation, data storytelling
- **Business:** Campaign performance & channel mix analysis, acquisition cost & unit economics, requirements gathering & stakeholder reporting, process improvement, market research
- **Work Authorization:** F-1 STEM OPT eligible (36 months); authorized to work in the U.S. through June 2030 with no sponsorship required