

Lai Jiang

20800 Homestead Rd, Apt 7B, Cupertino, CA 95014 • 951-275-7639 • jianglaifuture@gmail.com

SUMMARY

Experienced data science professional skilled in Python, MySQL, Matlab, Stata, Econometrics, and Analytics.

EXPERIENCE

Data Scientist **Mar 2021 - present**
Apple Cupertino, CA

- Intensive modelling and data analysis in the marketing effectiveness of payment industry
- Pull data and build model using synthetic control approach to measure incremental billing and new to paid from app store incentive programs
- Pull data and build Marketing Mix Model to measure incremental billing and new to paid from Back to School campaign
- Conduct analysis on payment partner's marketing campaign effectiveness
- Present results and recommendations to key business stake holders

Lecturer **Jan 2018 - Mar 2021**
University of California, Irvine Irvine, CA

- Intensive teaching and research in Economics
- Instructed courses including Introduction to Macroeconomics, International Money, Economics of Law, Applied Econometrics, Intermediate Macroeconomics, Money and Banking
- Outstanding Teaching Awards, Spring 2020, Winter 2020
- Delivered invited talks at NYU, UCI, IIOC

Marketing Analyst **Sep 2016 - Oct 2017**
Curacao Los Angeles, CA

- Collected and analyzed data on marketing effectiveness using regressions and conjoint analysis
- Generated weekly reports about the marketing performance of the company
- Conducted in depth analysis about different marketing channels used by the company
- Presented actionable recommendations to top executives
- Collaborated with the finance department on its marketing efforts

Assistant Professor in Marketing **Jul 2012 - May 2016**
Sauder School of Business, University of British Columbia Vancouver, BC, Canada

- Researched and specialized in Applied Econometrics and Predictive Modelling
- Designed and instructed courses including Introduction to Marketing and Microeconomics
- Delivered 7+ invited talks at top conferences and other occasions including Bank of Canada

EDUCATION

Ph.D. in Economics • New York University **Sep 2007 - May 2012**
• Received outstanding dissertation award and 5-year full Fellowship

B.A. in Economics • Peking University, China **Sep 2003 - Jun 2007**

PUBLICATION

- “An Empirical Model of the Effects of ‘Bill Shock’ Regulation in Mobile Telecommunication Markets”, with Jiawei Chen and Saad Andalib Syed Shah, *International Journal of Industrial Organization*, 83 (2022), 102848.

HONORS AND PERSONAL INFORMATION

- Honors: Herman E. Krooss Award (2012), Best Rising Star Paper at the 10th Annual International Industrial Organization Conference (2012), Doctoral Fellowship, NYU (2007 - 2012)
- Language: fluent in English, native in Mandarin and basic in French
- Immigration: permanent residency in US, Chinese citizenship