

# Lai Jiang

21 California Avenue, Irvine, CA 92612 • 951-275-7639 • jianglaifuture@gmail.com

## SUMMARY

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

## EXPERIENCE

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

- Intensive modelling and data analysis in the marketing effectiveness of payment industry

**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

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**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**

## HONORS AND PERSONAL INFORMATION

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- 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